



**Opyl partners with hummun to provide end-to-end digital solutions for  
global pharma and medtech industry**

- *Two year agreement to efficiently leverage skills, infrastructure, digital and data technology solutions within both companies to drive mutual growth and value*
- *Opyl's AI-powered market insights and social media expertise added to hummun's suite of digital sales and marketing solutions*

**Melbourne, Australia, 11 February 2020**, Opyl (ASX:OPL) today announced an initial two year collaboration agreement with hummun <https://hummun.com/>, a strategic move designed to efficiently drive client acquisition, uptake of Opyl's social media services within major pharma and medtech, and ultimately grow revenue.

Based in the UK (est. 2003), hummun is a sales, marketing and medical communications company, that develops and employs smart digital technologies with clients many of whom are global leaders in lifesciences.

The collaboration between Opyl and hummun allows the two companies to provide an extended, sophisticated end-to-end sales and marketing offering across traditional and digital platforms.

**Michelle Gallaher, CEO of Opyl Limited, said:** "We are very excited to collaborate with Paul Hartigan and the hummun global team, they are a terrific fit for Opyl in terms of the quality, novelty and performance of the digital solutions they create, their market leadership position and values" said Michelle Gallaher, CEO of Opyl Ltd. "hummun have an impressive track record in the global market and an enviable client base. hummun's digital asset platform and their unique digital Early Access Gateway compliments our clinical trial recruitment offering and AI-driven deep market insights capabilities. We are looking forward to getting in front of clients together in Australia in the coming days."

"The value of collaboration as a scale strategy for a service business is two-fold; it creates a faster path to client acquisition whilst reducing the investment and risk in a sale process, and offers a wider client relationship support base providing a more responsive service with greater depth of experience and variety of precision sales and marketing solutions to select from," said Gallaher.

Opyl is currently in a growth phase as it looks to globally roll out and extend its expertise and abilities in evidence-based digital marketing and sales strategy, content creation and deep market insight.

The partnership with hummun helps Opyl to accelerate its global reach and allows hummun to leverage Opyl's complimentary services and technologies immediately with their clients.

A foundational aspect of the agreement is to white label Opyl's AI-powered insights technology and methodology with hummun's existing clients, driving revenue growth.

**Paul Hartigan, MD of hummun said,** *"We are delighted to partner with Opyl and look forward to exploring new frontiers in digital health and data solutions. Opyl's deep experience with social networks and new AI-assisted offering in health-related social media engagement and insights is of particular value to the hummun team, complementing our unique platforms and development capabilities perfectly."*

The benefits to Opyl include:

- A wider end-to-end client offering combining Opyl and hummun's technologies and service capabilities
- Significant expansion of business development and sales support for Opyl with minimal infrastructure expenditure and associated risk in recruiting additional employees
- Global reach for Opyl services. The hummun team are based in the UK with offices in the US, Spain and Australia.
- Shared market and competitor intelligence around the development of AI tools and methodologies in the health and precision marketing communications sector.
- Opyl solutions will be championed to hummun's client base which includes many of the top 10 global biopharma companies.
- Increased revenue potential via the services revenue share arrangement and reciprocal white labelling that does not threaten client 'ownership' or IP.
- Non-exclusive agreement, ensuring there remains a potential to strike a similar arrangement with a US-based or Asian-based partner.
- Fixed time frame to the Agreement with a focus on near term delivery milestones, providing an impetus to deliver near and mid-term financial results and an opportunity for 6 monthly review and renewal.
- 

**-ENDS-**

For media enquiries: Laura Blue +61 416 699 925

For investor enquiries: info@opyl.ai

[www.opyl.ai](http://www.opyl.ai)

Opyl is a new generation company working at the intersection of artificial intelligence, social media and healthcare. Our focus is on developing digital tools that improve the healthcare experience for patients, deliver deep market insights from social media data and improve the efficiency and value of the clinical research process by employing artificial intelligence and emerging digital tools.

Our point of difference is the deep healthcare marketing and data science expertise of our diverse team and our understanding of real world data, particularly patient reported outcomes (PRO) and the continuous data and dialogue stream within consented social media.

Follow Opyl on Twitter (@Opylai), LinkedIn, Facebook and Instagram