

OTHERLEVELS SIGNS LEADING EUROPEAN SPORTS BETTING EXCHANGE

24th June 2015. OtherLevels Holdings Limited (ASX: OLV) (OtherLevels) is pleased to announce that Matchbook.com, a sports betting exchange designed for the professional and savvy sports bettor, has selected the OtherLevels Digital Marketing platform.

Matchbook provides multi-lingual multi-currency betting for customers in Europe and Asia, across both web and mobile devices.

OtherLevels CEO Ramsey Masri commented, “We continue to win new business in the Wagering sector. We welcome the addition of Matchbook as an OtherLevels client, and look forward to working with them to drive increased engagement, retention and lifetime player value in Europe and Asia.

We continue to see expanding opportunities for the OtherLevels SAAS (Software as a Service) platform within the sector, and believe our deep domain expertise and capability to support our clients in reaching 100% of their audience, across multiple channels, sets us apart from other vendors. The sports betting exchange market adds to our breadth of coverage within the wagering sector, and supports our strategy in this high growth segment.”

- ENDS -

Contacts

Brendan O’Kane

Managing Director

brendan.okane@otherlevels.com

Alex Scott

Company Secretary

alex.scott@otherlevels.com

About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps.

For more information, please visit <http://otherlevels.com>, OtherLevels Holdings Limited ACN 603 987 266.

About Matchbook.

Matchbook.com is a sports betting exchange community, driven by cutting edge technology and a focus on offering value back to customers. Matchbook’s goal is to provide a best-in-class platform so Matchbook users can have the ultimate online gaming experience.

Matchbook is resolutely committed to low margin, high volume betting and aims to continue to disrupt the market with a focus on quality liquidity for the customer.