

OTHERLEVELS ANNOUNCES NEW US CUSTOMER

25th November 2015: OtherLevels Holdings Limited (ASX: OLV) (OtherLevels) today announced that an iconic US hotel brand, has selected the OtherLevels platform to support their on-line wagering platform. This hotel is a US casino operator, which is now licenced for on-line wagering, and is part of a US \$1.7 billion enterprise that operates 500 hotel, casino, restaurant and entertainment properties, and has over 60,000 employees.

The hotel will use the OtherLevels platform to communicate with their on-line app audience. They are among a handful of licensed new entrants into the real money wagering segment in the US, a segment that is poised for explosive growth over the coming years as the market further de-regulates. This follows the same on-line wagering trend that OtherLevels is witnessing with their continued growth in the UK and European markets.

The OtherLevels platform will enable the hotel operator to send highly targeted and personalized messages to their audience and track conversions in real time.

In addition to licencing the OtherLevels platform the hotel will be using both technical and strategic services from OtherLevels and also integrating with Optimove, an OtherLevels Partner.

Commenting on the transaction, Ramsey Masri, the OtherLevels CEO said, "We are delighted that this customer has chosen to partner with OtherLevels as this demonstrates OtherLevels global leadership in terms of online wagering".

- ENDS -

Contacts

Len Joynson

Launch Group

len@launchgroup.com.au

0421 619 822

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.