

TOP 3 GLOBAL WAGERING LEADER SELECTS OTHERLEVELS

February 25TH, 2016: OtherLevels Holdings Limited (ASX: OLV) (OtherLevels) today announced that it has signed an initial agreement with one of the worlds largest gaming groups.

The key components of the agreement are:

- ✓ The customer is a top 3 global wagering company operating in multiple international markets.
- ✓ The initial application is focussed on web based messaging which enables brands to send messages directly to opted in browser based users, whether they are using the application or not.
- ✓ OtherLevels will leverage its knowledge of the global wagering market, together with deep services capability in order to maximise user engagement and retention.

Brendan O’Kane, OtherLevels MD and CEO said, “This is a very important step for OtherLevels. Firstly it demonstrates that the OtherLevels platform and services can add value to even the largest and most successful operators. Secondly, as we work with our customers, and enable them to message across desktop web, mobile web and apps, we are significantly expanding the size of the messaging opportunity, and hence revenue potential.”

This contract continues to demonstrate the rapid adoption of OtherLevels market leading technology and services across all sectors of the global wagering industry.

- ENDS -

Contacts

Brendan O’Kane

Managing Director and CEO
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.