

ASX Release

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**OTHERLEVELS AND DYN COMMENCE FIRST JOINT EMAIL IMPLEMENTATION FOR AN OTHERLEVELS' CUSTOMER**

- First email messaging using Dyn's platform for an existing OtherLevels customer
- Represents the initiation of the OtherLevels and Dyn strategic partnership

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels" or the "Company") today announced the commencement of their first email messaging implementation for an existing OtherLevels Asian based customer within the social gaming market.

Dyn's Internet Performance Management (IPM) platform helps companies control and optimise online infrastructure. Dyn delivers more brand loyalty, customer satisfaction, and increased sales from start-ups to Global 2000 companies and businesses in between. Dyn's platform delivers more than 1 billion emails per month.

OtherLevels provides 2nd generation digital marketing solutions, including full automation of omni-channel message optimisation for marketing specialists.

With this partnership:

- Both OtherLevels and Dyn customers can benefit from a full suite of messaging solutions, and it provides both companies the opportunity to gain and retain customers in both the key North American market and global markets, such as Asia and Europe;
- OtherLevels will gain a world class transactional and campaign email delivery partner with unrivalled experience in high volume email delivery and 24x7 availability; and
- Dyn customers looking to deploy sophisticated marketing automation solutions spanning email, mobile and other channels will be able to use the OtherLevels platform.

Managing Director and CEO Brendan O'Kane commented, "Dyn's commitment to Internet infrastructure excellence is the perfect complement to OtherLevels leading marketing automation capabilities. With no product overlap, each company brings a solution that complements the other's products. This is 100% in-line with our strategy to outsource the final mile of delivery to specialist vendors, and follows the same strategy that we have previously adopted for push notifications and SMS delivery.

Dyn's clients are high volume sophisticated Internet users. With OtherLevels partnering with Dyn, we will be able to offer those customers a world class marketing automation suite, and support them as they grow their audience engagement from email into a full omni-channel experience."

John D'Amato, Director of Strategic Partners at Dyn, added, "Dyn is excited to be partnering with OtherLevels. OtherLevels customers want best of breed solutions to meet their demanding requirements, and this partnership further extends that capability with email and other channels. We look forward to working with OtherLevels and featuring their expertise in marketing automation with our customers."

- 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>

## **About Dyn Inc**

Dyn Inc is a cloud-based Internet Performance Management company. Dyn Inc helps companies monitor, control, and optimize online infrastructure for an exceptional end-user experience. Through a world-class network and unrivaled, objective intelligence into Internet conditions, Dyn Inc ensures traffic gets delivered faster, safer, and more reliably than ever.

For more information, please visit <http://dyn.com>