

ASX Release

3<sup>rd</sup> June 2016**New customer: leading UK holiday company**

- OtherLevels selected by leading UK holiday company
- Represents further growth in the hospitality sector
- OtherLevels to support cross channel messaging across desktop and app

OtherLevels Holdings Limited (ASX: OLV, “OtherLevels”) today announces that it has signed an agreement with a leading UK holiday company (the “Customer”), which manages more than 6,000 high-quality and luxury properties in the UK with over 100,000 holidays booked per annum. The Customer is placing significant emphasis on leveraging sophisticated digital marketing techniques to help it expand its digital footprint within the UK and Europe.

The initial contract is valued at A\$40,000 and includes licence and professional services. Both app and browser push will be deployed, providing cross channel engagement options. This new customer represents further growth in the hospitality sector for OtherLevels. The signing also validates the strong demand for cross-platform (mobile web, app and desktop) digital messaging.

Brendan O’Kane, Managing Director and CEO, commented: *“This new customer validates the strong and growing demand for OtherLevels’ leading digital messaging software. It also broadens our reach in the hospitality sector beyond hotels into rental and short term letting, which are growth areas as holiday makers increasingly seek authentic local experiences. We see this as the first of many additional customers across the hospitality sector”*

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For more information, please contact:

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**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. OtherLevels’ capabilities in these areas were recognised via inclusion in the prominent industry report *Vendor Landscape: Mobile Engagement Automation Solutions* developed by Forrester, one of the most influential research and advisory firms in the world. OtherLevels is used by leading global and Australian brands including InterContinental Hotels, Ladbrokes, Camelot (the UK National Lottery), Tatts and Yarra Trams.

For further information, visit: [www.otherlevels.com](http://www.otherlevels.com)