

ASX Release

7 March 2016

OTHERLEVELS FURTHERS EXPANSION INTO KEY UK WAGERING MARKET WITH THE EXECUTION OF A NEW CUSTOMER AGREEMENT

- Acquisition of a new online wagering customer in the key UK wagering market
- Strong momentum in H2 FY16 continues with a total of 6 new customers from January 2016

OtherLevels Holdings Limited (**ASX: OLV**) ("**OtherLevels**" or the "**Company**") today announced that it has signed an agreement with a major privately owned online wagering company operating in the regulated European markets.

The initial first year contract is valued at A\$58,000 and deployment of our leading digital marketing services will commence shortly. This new customer acquisition is in line with our focused strategy of engagement with customers across the games, wagering and loyalty membership sectors.

OtherLevels MD and CEO Brendan O’Kane commented, *“This new customer adds credibility to our focused sector approach, targeting customers in the games, wagering and loyalty membership sectors with highly mobile centric audiences. This win builds on the strong momentum we have generated in H2 HY16 with a total of 6 new customers engaged since 1 January 2016.”*

The use of the Otherlevels platform will be targeted at maximising lifetime customer value, as a result of stronger retention and increased usage.

- ENDS -

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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.

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