

## OTHERLEVELS ANNOUNCES AGREEMENT WITH LEADING EUROPEAN GAMING COMPANY

**18<sup>th</sup> January 2016: OtherLevels Holdings Limited (ASX: OLV) (OtherLevels)** today announced that it has signed an agreement with global online gaming company, bwin.party (LSE: BPTY).

Incorporated and licensed in Gibraltar, bwin.party commands leading market positions in each of four product areas: online sports betting, poker, casino and bingo with some of the world's biggest online gaming brands including bwin, partypoker, partycasino and Foxy Bingo.

Brendan O'Kane, OtherLevels MD and CEO said, "Building on our success in the UK, this agreement expands our presence into the broader European market. We see significant opportunity across Europe due to the rapid upsurge in mobile entertainment choices, and leading operators investing heavily in maximising engagement with their users. We very much look forward to working closely with bwin.party and driving further success for them and their users."

bwin.party will use the OtherLevels platform to extend their digital communication reach across their mobile products. Having integrated mobile messaging capabilities, bwin.party will engage users with more relevant and timely content across the mobile apps, in addition to having much greater insight into user behaviour.

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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>, OtherLevels Holdings Limited ACN 603 987 266.

### About bwin.party

bwin.party was formed from the merger of bwin Interactive Entertainment AG and PartyGaming Plc in March 2011. With 2,311 employees in offices in Europe, India and the US, the Group generated total revenue in 2014 of €611.9 million and Clean EBITDA of €101.2 million.