

## Additional placement details – OtherLevels Holdings Limited (ASX Code: OLV)

In accordance with Listing Rule 3.10.5A, OtherLevels Holdings Limited (**OtherLevels**) advises as follows in relation to the placement announced today:

1. The dilution to existing shareholders as a result of the placement is as follows:
  - a) Issue under Listing Rule 7.1 – 11.2%; and
  - b) Issue under Listing Rule 7.1A – 10.0%,resulting in a total dilution of 21.2%.
2. OtherLevels issued shares to sophisticated and institutional investors as it was considered to be the appropriate mechanism for raising capital for the acquisition of assets of Xcom Media Pty Ltd. The placement did not expose OtherLevels to the market volatility that may have been experienced over a more protracted capital raising process.
3. A total fee of 6% of gross proceeds raised under the placement is payable by the Company to Sequoia Corporate Finance Pty Ltd, a corporate authorised representative of Sequoia Wealth Management Pty Ltd. No underwriting arrangements were in place for the placement.

## About OtherLevels

OtherLevels is a leading second-generation digital marketing platform operating in Europe, the US and Australia.

The OtherLevels platform enables clients to **acquire sooner**, **engage smarter** and **retain longer** across desktop, mobile web and apps audiences. The OtherLevels platform offers both **Intelligent Messaging for Conversion**, and **Intelligent Messaging for Marketing Clouds and CRM**, hence delivering both acquisition and engagement capabilities for digital marketers.

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

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