

ASX Release

20 September 2016

## OtherLevels Expands Services with Leading Australian Retailer

- OtherLevels to provide expertise in managing and optimising mobile engagement
- Continued use of the OtherLevels platform with expected further expansion

OtherLevels Holdings Limited (ASX: OLV, “OtherLevels”) today announced that it has extended its current agreement with a leading Australian Retailer for the provision of professional services to enable sophisticated campaign management to the customers’ App subscriber base.

Brendan O’Kane, Managing Director and CEO, commented: “OtherLevels seeks to build deep and on-going relationships with its customers. One of the areas where OtherLevels differentiates itself is the provision of sophisticated professional services, to assist with maximising the success and outcomes of customer campaigns. The on-going engagement with this customer demonstrates the success of this strategy.”

This next stage contract is valued at in excess of \$100,000 and includes license and professional services.

- ENDS -

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, Ladbroke’s, Camelot (the UK National Lottery), Tatts and Yarra Trams.

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