

February 27th, 2018

OtherLevels Expands Customer Partnership into Multi-Year Agreement Valued in Excess of A\$2.25m

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") has announced that it has expanded its partnership with a major European customer, and signed a multi-year contract with a baseline value in excess of A\$2.25m. Over \$2m of the contract consists of licence fees.

The contract includes a core set of OtherLevels products, including 4 message types, and is for a 4 and a half year term. From the second year additional fees for further messages; additional message formats and modules, together with professional services, are likely. The baseline fee is paid as an upfront payment at the start of the contract, with 4 further annual payments.

During the next 12 months, the OtherLevels team will work with the customer to complete the deployment of app push, web push, interstitials and rich inbox message types across desktop web, mobile web and app. OtherLevels digital marketing strategists will also work with the customer building messaging strategies to drive increased registration activity, and helping turn unknown site visitors into known users. OtherLevels' detailed attribution capability means that the customer is able to directly measure increased conversion and engagement.

Brendan O'Kane, the OtherLevels Managing Director, commented "We are very pleased to expand this existing partnership. This is a strong endorsement of the value that OtherLevels brings, and also demonstrates confidence in OtherLevels ability to innovate and maintain leadership in the digital messaging space".

O'Kane added "OtherLevels goal is to be the digital messaging partner of choice for all of our customers. Having a deep understanding of our customer's needs, lets us build win/win partnerships, and establishes the basis for mutually beneficial long term relationships."

- ENDS -

About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices 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. OtherLevels leading clients include Camelot (UK), Tatts, Coles, Flight Centre, IHG, LadbrokesCoral, Betfred, Doubledown and Playstudios.

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

For media enquiries please contact media@otherlevels.com.