

## OtherLevels launches Partner Program

- OtherLevels has significantly expanded its partner activities through its Partner Program
- The Partner Program supports the building of strong relationships with leading vendors in complementary sectors
- The Partner Program currently includes leading Australian and international vendors
- Partnerships result in increased exposure and product distribution, and provide further opportunities to accelerate client acquisition

OtherLevels Holdings Limited (ASX: OLV, “OtherLevels”) today announces the launch of the OtherLevels Partner Program (“**Partner Program**”). The Partner Program showcases leading vendors who partner with OtherLevels, and recognises the role that partners play in combining with OtherLevels to deliver fully-integrated, best in class customer engagement solutions to clients.

Brendan O’Kane, Managing Director and CEO, commented: *“The Partner Program is significant for OtherLevels for two reasons: firstly, through combining with our partners, OtherLevels is better equipped to support client needs. This enhanced support capability leads to improved client servicing, thereby deepening the relationship with our clients. Secondly, each of our partners is able to recommend and/or include OtherLevels as the preferred digital messaging platform as part of its customer engagement solution. These referrals drive more potential client wins for OtherLevels.*

*We are particularly excited about the Partner Program because it demonstrates that OtherLevels now has strong, industry leading partners in sectors complementary to digital messaging (in particular, predictive segmentation, tag management, e-commerce analytics, location and proximity services, and high performance mail delivery). This delivers significant benefits both to OtherLevels and to its clients.”*

The Partner Program currently includes the following leading partner vendors:

- **Optimove**
  - A leading customer retention automation platform based in Tel Aviv, used by over 180 customer-centric brands to drive their digital customer marketing operations
- **Tealium**
  - A global US enterprise vendor, providing enterprise tag management and customer data platform solutions
- **Qubit**
  - A high growth UK based company backed by leading VC’s such as Accel Partners and Salesforce Ventures, providing digital customer experience solutions that assist leading e-commerce businesses with customer personalisation
- **Dyn**
  - A US cloud-based internet performance management company that helps companies monitor, control and optimise online infrastructure
- **Switch Digital**
  - An Australian advertising and digital media agency helping companies establish a compelling online presence
- **BlueCats**
  - A leading specialist provider of proximity as a service solutions leveraging beacon and wireless technologies with operations in Australia, the UK and the USA

- **BlueDot Innovation**
  - A company that provides location-based services technology to empower businesses in the areas of mobile commerce and communication, with operations in Australia and the USA
- **Havas DBi**
  - DBi is an award winning consultancy providing the latest in web analytics, conversion optimisation solutions and omni-channel personalised communication strategy.

OtherLevels' partners have endorsed the launch of the Partner Program. Pini Yakuel, CEO of Optimove, commented, *"We are very pleased to be partnered with OtherLevels. The Optimove/OtherLevels partnership is delivering great value for our mutual clients across various industries. We look forward to continued joint success with OtherLevels."*

Nathan Dunn, CEO of BlueCats, added: *"Our partnership with OtherLevels has enabled our clients to leverage the combined benefits of BlueCats' location expertise and OtherLevels' digital messaging platform to drive innovative, fully integrated marketing solutions for our clients. There are clear synergies from this partnership as both OtherLevels and BlueCats have mutual clients in Australia and the USA, and the two companies provide highly complementary services."*

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For more information, please contact:

**Brendan O'Kane**

Managing Director and CEO

[brendan.okane@otherlevels.com](mailto:brendan.okane@otherlevels.com)

**Peter Harding-Smith**

CFO and Company Secretary

[peter.harding-smith@otherlevels.com](mailto:peter.harding-smith@otherlevels.com)

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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)