

5 April 2018

## THE DRINKS LIBRARY APP BY ENDEAVOUR DRINKS GROUP NOW AVAILABLE IN THE APPLE iOS STORE

Leading Artificial Intelligence company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") is pleased to confirm that following the announcement made by the Company on 28 March 2018, Endeavour Drinks Group ("**Endeavour**"), a business which is operated by Woolworths Limited and which is the owner of the Dan Murphy's, BWS and CellarMasters brands (amongst others), has also successfully launched the Drinks Library App into the Apple® iOS App Store.

The Drinks Library App is now available in both the Apple® iOS App Store and Google® Play Store.



Drinks<sup>™</sup>  
Library

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**CONNOISSEUR**

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Drinks<sup>™</sup>  
Library

POWERED BY  
OPENDNA<sup>™</sup>

9:49 AM  
MY INTERESTS

Craft Beer

Pinot Noir

Cocktails

Beer Brewing

Gin

Wine Pairing

Whiskey Tasting

Sauvignon Blanc

Brut MCC

Home Interests Polls Me

## ENDS

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### About OpenDNA Limited

#### **People are not categories. People are individuals.**

OpenDNA is an Artificial Intelligence company that enables businesses to better understand their individual users by building detailed psychographic, personality & behavioural maps of those users; giving them the most personalized, relevant and targeted experiences possible. The technology has been proven to improve user engagement and retention, in turn creating the ability for OpenDNA's customers to increase revenue.

[opendna.ai](http://opendna.ai)

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Registered as: OpenDNA Limited

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