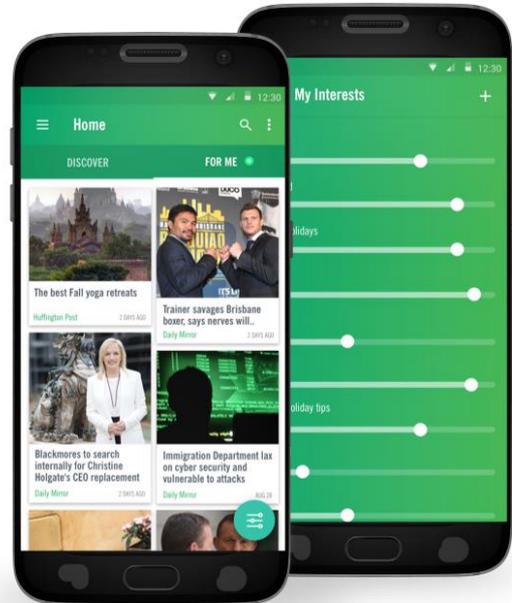


4 July 2017

OPENDNA RELEASES ENHANCED JOTTR “SMART APP”

Highlights:

- New enhanced version of OpenDNA’s Jottr intelligent news discovery application (“**Jottr App**”) recently released on both Play Store and Appstore in iOS and Android formats, providing users with content from **over 2,000** sources on topics including entertainment, medicine, technology, sports, world news, finance and much more
- The exceptionally smart Jottr App uses the power of OpenDNA’s Artificial Intelligence System (“AIS”) to continually learn user preferences, enabling it to deliver only articles and content which are of interest to the specific user of the App
- The latest Jottr App features native advertising from Facebook, allowing OpenDNA to earn revenue through users ‘clicking’ on the advert. Native Ads are paid media that blend into content on the App, which are unobtrusive to the user and create a seamless user experience
- Jottr was built using OpenDNA’s Software Development Kit (“SDK”), which App Developers can now also use to quickly integrate OpenDNA Artificial Intelligence (“AI”) technology into their apps
- As the Company announced on 27 June 2017, through a partnership with Future Mobile Technology, the Android version of the Jottr App will be pre-loaded on all upcoming Netsurfer Android smartphone devices, marking an exciting and potentially lucrative foray by OpenDNA into the mobile hardware sector



Leading artificial intelligence company OpenDNA Limited (ASX: OPN) (“**OpenDNA**” or the “**Company**”) today announces the release of an enhanced version of its intelligent Jottr ‘Smart’ App, which features news content on a wide range of topics from over 2,000 sources as well as seamlessly-integrated native advertisements.

Powered by OpenDNA’s AI and machine learning technology, the Jottr App ‘learns’ about a user’s preferences with every swipe of the screen, replicating a real-life scenario, where an individual would turn the page of a newspaper or magazine and read a specific article that interests them.

opendna.ai

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Registered as: OpenDNA Limited

ACN: 613 410 398

OpenDNA’s technology enables Jottr to continually learn a user’s likes, dislikes, needs and habits, which builds a powerful psychographic profile in real-time. In turn, this ensures that the next set of content that is delivered to the user is tailored to their intricate interests, giving them a highly personalised and enhanced experience.

Jottr users also have the ability to edit their interests, as interpreted by OpenDNA’s AI engine, whenever they want. This feature provides users with an additional level of control over the information they wish to see and interact with (and that which they don’t).

Built on OpenDNA’s SDK, the new release is the latest iteration of OpenDNA’s highly intelligent Jottr App, a version (Jottr Elect) that was featured in iOS form in the Apple App Store on four occasions during 2016. The Company has recently made available to App Developers the Android version of the SDK, enabling them to quickly integrate OpenDNA’s AI and personalisation technology into third party apps.

Originally launched in iOS form in January 2016, the Jottr App has delivered and continues to deliver clear evidence of the benefits of the Company’s innovative technology and its ability to provide an enhanced user experience. Since January 2016, Jottr usage statistics have shown an average user session time of **11 minutes and 26 seconds**, with users reading 13 news stories on average.

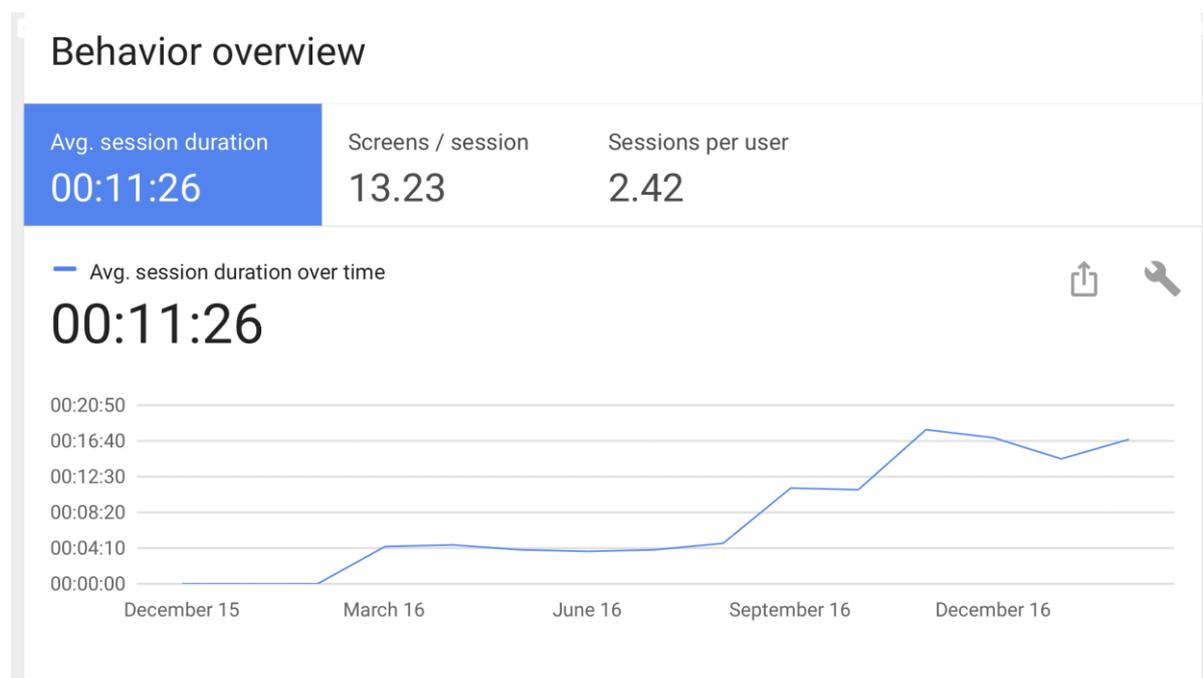
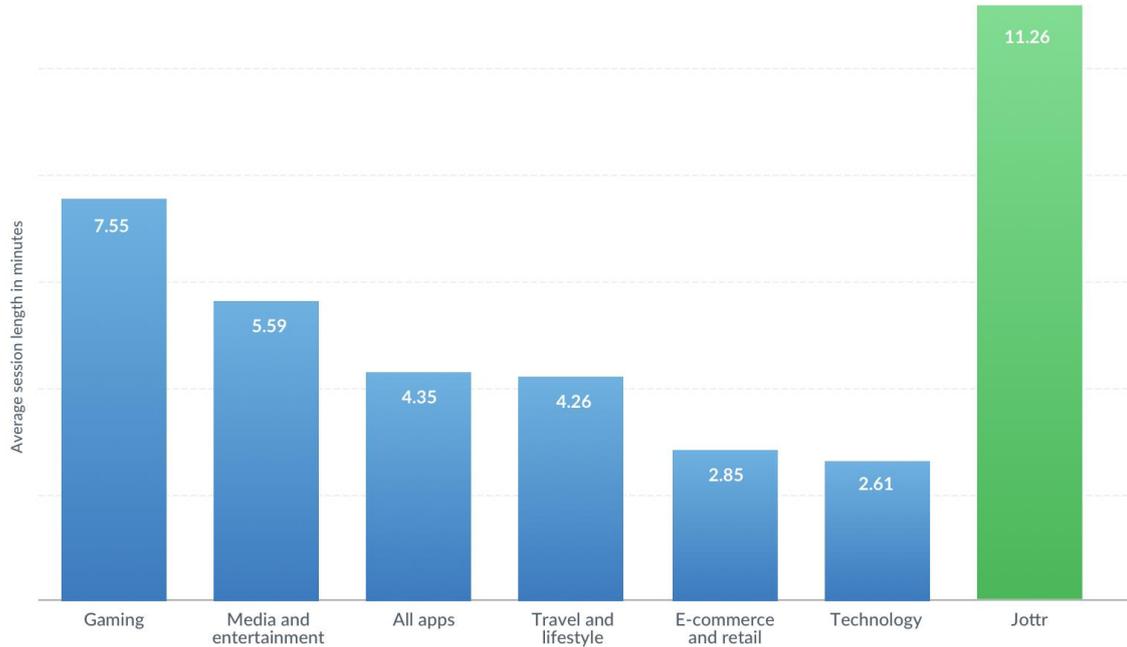


Fig: Analytics Screenshot from Google Analytics for Jottr iOS

The industry average for mobile session length in media and entertainment is 5 minutes and 59 seconds (Source: Statista 2017 <https://www.statista.com/statistics/202485/average-ipad-app-session-length-by-app-categories/>). Jottr shows twice the industry average in usage, as depicted in the below graph.



The Jottr App also creates a strong template allowing OpenDNA to create multiple content apps within 2 to 3 months for businesses, all powered by AI. This also includes the integration of the Facebook native advertising network proving publishers with the ability to generate higher revenue from increased retention.

Speaking today in relation to the recent launch of the latest version of the Jottr App, OpenDNA Managing Director and CEO Jay Shah said:

“OpenDNA is focused on continual innovation, with the aim of building applications and systems that will allow any businesses, whether small or large, to easily integrate AI technology into their product offerings, ensuring their users receive the most relevant and personalized experiences. The age is rapidly dawning in which AI will be a critical factor in online business growth. OpenDNA makes it easy for businesses to seamlessly integrate AI capability into their offerings”.



For further information, please visit the OpenDNA website at www.opendna.ai or contact:

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About OpenDNA Limited

People are not categories. People are individuals.

To businesses, OpenDNA provides real-time insights into their individual customers' behaviour which allows them to better predict their needs. This enables businesses to deliver a more relevant customer experience at an individual level, which drives increased revenue. OpenDNA's artificial intelligence and machine-learning system automatically creates detailed psychographic user profiles, which helps deliver better business outcomes.

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