



10 April 2017

OPENDNA NAMED A "BUSINESS OF TOMORROW" BY WESTPAC

Highlights

- Program initiated by Westpac as part of its 200th birthday celebrations, with the aim of recognising promising Australian businesses operating in potential growth areas
- Benefits of the program are access to direct financial and non-financial support, as well as mentoring from some of Australia's leading businesspeople
- OpenDNA is one of only 7 listed companies to achieve this recognition
- Achieving the status of a Westpac "Business of Tomorrow" is the latest noteworthy recognition event for the Company, whose technology was featured in the Apple Store on several occasions in 2016

Leading artificial intelligence ("AI") company OpenDNA Limited (ASX:OPN) ("**OpenDNA**" or "**the Company**") is pleased to announce that it has been named amongst Westpac's 200 "Businesses of Tomorrow", as a result of which it will be provided with various benefits offered to eligible entities under that program.

The "Businesses of Tomorrow" program was initiated by Westpac, Australia's second-largest company (with a market capitalisation of over \$100 billion), as part of its 200th birthday celebrations. As explained by Westpac (ASX:WBC) in its ASX announcement released on 7 April 2017, the program:

"recognises 200 promising Australian businesses that highlight potential areas of growth for our economy, providing both direct financial and non-financial support as well as mentoring from some of Australia's leading business people".

As a Westpac Business of Tomorrow, OpenDNA:

- was invited (at Westpac's expense) to the Businesses of Tomorrow Summit held in Sydney last week, at which the Company's CEO Jay Shah attended;
- will receive media recognition (through Westpac's promotion on its own platforms and promotion through local and national media of awareness regarding the program); and
- has access to the Businesses of Tomorrow Online Network established by Westpac and the rights to use the "Businesses of Tomorrow" logo.

OpenDNA's Chief Executive Officer Jay Shah said:

"We are very proud to have been named amongst Westpac's Businesses of Tomorrow and pleased to have received recognition for the OpenDNA business from a leading organisation such as Westpac. We of course see significant potential for artificial intelligence and personalisation to re-shape the online environment globally and it is encouraging that Westpac also sees these as potential areas of economic growth and integral businesses of the future. We look forward to taking full advantage of the opportunities that the Businesses of Tomorrow program confers, including driving increased awareness for our exciting technology (and the benefits it can deliver) and gaining exposure to the high-profile businesspeople and extensive networks brought together by Westpac as part of this initiative".

-ENDS-

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.