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Expert System Selects OpenDNA to enhance Enterprise Customer Experience

Highlights:

- Expert System, a leading provider of cognitive computing technologies for global enterprises based in Rockville, Maryland, USA, signed a master services agreement for OpenDNA's Artificial Intelligence System (AIS) platform
- OpenDNA's AIS will enable Expert System to richly personalise their lead generation marketing and customer experience (CX) processes, leading to higher conversion rates, more marketing-driven revenue, and higher customer satisfaction
- The selection by an organization which itself is a leading provider of cognitive solutions that brings AI and machine learning to global enterprises is strong validation of the patent-pending technology behind OpenDNA's AIS Platform



Leading artificial intelligence company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") is pleased to announce the signature of a master service agreement with Expert System. This agreement allows Expert System's marketing teams around the world to leverage OpenDNA's leading Artificial Intelligence System to more effectively acquire and serve its customers.

Expert System is a leader in cognitive technology for banking, insurance, government, media & publishing, life sciences, and energy. They were selected by Knowledge Management Magazine as 2017 Trend-Setting Product of The Year. Major customers include Zurich Insurance Group, Shell, Chevron, Eli Lilly, Bloomberg BNA, Sanofi, Thomson Reuters, Wiley, Wolters Kluwer, the U.S. Department of Agriculture and the U.S. Department of Justice.

The agreement establishes a project to integrate OpenDNA's platform in to Expert System's business processes, under which the two companies will develop a joint trial scope, use cases, KPIs, metrics and business case for Expert System's customer-facing operations.

If successful, OpenDNA will collect annual recurring revenues from software subscription license fees, and fees for professional services.

Speaking today in relation to this project, Alicia Harapko, Head of US Marketing, said:

"Artificial Intelligence and machine learning is driving a revolution in enterprise business process automation." She adds: "For improving the customer experience processes in marketing, sales, and customer support, personalisation is at the core of every successful customer experience, from outbound content to truly understanding user interaction on the web. We are excited to see OpenDNA's artificial intelligence technology revolutionising the way enterprises work."

OpenDNA's Managing Director and CEO, Jay Shah, said:

"We're proud to be selected by Expert System as they themselves are leaders in cognitive computing and machine learning fields. By including our leading AI technology into their business process we are certain it will help bring an increased level of personalization to each user and drive tremendous value in marketing conversion rates, new customer acquisitions, and customer satisfaction. We are especially excited to see AI-driven personalization have an impact on the Global 2000, Fortune 500, and government agency user-base that Expert System serves, which represents a multi-billion dollar market opportunity for artificial intelligence technologies that have practical, real-world applications such those addressed by OpenDNA."

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About Expert System:

Expert System develops cognitive computing and text analytics software based on artificial intelligence algorithms able to understand the meaning of written language the way people do. Expert System (EXSY) is listed on AIM Italia, the Italian stock exchange for high-growth small- and medium-sized businesses.

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

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