

24 June 2019

## OPN's RooLife to sell Petrus Pharmaceuticals into China

- Petrus Pharmaceuticals selects OpenDNA to support its China market entry and drive sales of its products in China on OpenDNA's RooLife platform
- Petrus Pharmaceuticals manufactures a wide range of over-the-counter (OTC) medicines in Australia that it will provide exclusively to RooLife to sell into China
- OpenDNA is to receive commission on the sale of all products sold in China and Australia

Artificial intelligence and e-Commerce marketing company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") has entered into a binding agreement with Petrus Pharmaceuticals Pty Ltd ("**Petrus Pharmaceuticals**") ([www.petrus.com.au](http://www.petrus.com.au)) to exclusively sell its products in China.

Petrus Pharmaceuticals was established in 1988 and is a wholly Australian-owned and operated company specialising in the research, development, manufacture, marketing and distribution of pharmaceutical products which are sold through pharmacies, medical practitioners and hospitals throughout Australia.

Under the terms of the agreement, OpenDNA will be the exclusive distributor of Petrus Pharmaceutical products in China which include the following well-known products as sold and available through over 5,000 pharmacies in Australia and which are expected to have strong market appeal in China.



**Figure 1: OpenDNA's RooLife Platform to sell Petrus Pharmaceuticals range in China**

The term for distribution of Petrus Pharmaceutical's products is for an initial 12-month period with the first product sales expected in the next Quarter.

OpenDNA Managing Director, Mr Bryan Carr, commented, "The China market presents a huge opportunity for Petrus Pharmaceuticals and we are delighted to be their partner to market and sell their high-quality Vitamins, Minerals, Supplements (VMS) and Health & Wellbeing products in a market where health and well-being products are in high and growing demand.

This agreement further advances OpenDNA's announced strategy to market and sell high-quality and authentic Australian products and services to the large and rapidly growing consumer market in China.

Petrus Pharmaceutical's products are expected to be in strong demand in China where annual sales of VMS<sup>1</sup> and health products were **US\$30billion** in 2017 with projected compound sales growth of **10%** annually through to 2025 with the Health and Wellbeing market forecast to reach US\$60b in sales by 2020.<sup>2</sup>

With the integration of OpenDNA's Artificial Intelligence System, the RooLife e-Commerce platforms will continuously assess and refine the products offered to customers and gather intelligence about its customers' preferences and buying habits, in turn providing merchants such as Petrus Pharmaceutical, with valuable insights into their end customers in China.

With our enhanced combination of online services and our hyper-personalisation engine, OpenDNA is uniquely placed to understand consumer buying behaviour and to provide a personalised shopping experience to deliver products the consumers like and want.

We look forward to continuing to update shareholders of our further progress as sales of products in China on our RooLife platform grow.

## ENDS

1. Source: <https://www.statista.com/statistics/828514/total-dietary-supplements-market-size-globally/>

2. Source: [www.cmaustralia.org.au/resources/Documents/Complementary-medicines-in-China-report%20May2017.pdf](http://www.cmaustralia.org.au/resources/Documents/Complementary-medicines-in-China-report%20May2017.pdf)

For further information, please visit the OpenDNA website at [www.opendna.ai](http://www.opendna.ai) or contact:

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### **About OpenDNA Limited**

*The OpenDNA Group of companies provides fully integrated digital marketing and customer acquisition services focusing on driving online sales of products and services for its clients. Powered by the OpenDNA hyper personalisation and profiling Artificial Intelligence System, OpenDNA provides personalised real-time, targeted marketing. With a key focus on driving sales in Australia and China the Company's Roolife online e-Commerce marketplace assists businesses to sell directly to Chinese consumers and accept payment via the Wechat and Alipay mobile payments platforms. Roolife's key positioning is about knowing and remaining connected with Chinese consumers, allowing brands to continually sell products to Chinese Consumers based on their profiles and purchasing behaviours.*

### **About Petrus Pharmaceuticals Pty Ltd**

*Petrus Pharmaceuticals is a wholly Australian-owned and operated company specialising in the research, development, manufacture, marketing and distribution of pharmaceutical products since 1988. This includes a wide range of prescription and over-the-counter (OTC) medicines in Australia. Petrus Pharmaceuticals markets this broad range of products to pharmacies, medical practitioners and hospitals throughout Australia, with the philosophy of providing customers with high quality and trusted products. The company sells a broad range of both prescription, and non-prescription pharmaceutical products to retail pharmacies and hospitals.*