OPENDNA ™

1st ANNUAL GENERAL MEETING

NOVEMBER 30TH 2017

ARTIFICIAL INTELLIGENCE

PEOPLE ARE NOT CATEGORIES. PEOPLE ARE INDIVIDUALS.

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WHO IS OPENDNA?

ASX Listed in Nov 2016

Artificial Intelligence Business

Proprietary Artificial Intelligence and Machine Learning Software

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FY17 - Building Out Year

FY18 - Implementation & Revenue Year

CORPORATE SNAPSHOT	
ASX Code	OPN
Listing Date	Nov' 2016
Cash (as at 30 June, 2017)	A$ 3.8m
Market Cap (at $0.15 / share)	A$15.8m
52 week high ($ / share)	$0.20
52 week low ($ / share)	$0.10
Shares on issue	105m
Options	18m
Performance Shares	35m

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- Built up development (machine learning & data scientists) and operational teams

- Integrated Facebook and Fyber Ad Networks

- Awarded One of the top 200 "Business of Tomorrow" by WestPac Bank

- Built up sales pipeline

- Closed 4 tier-1 brands (Endeavour Drinks, Epoch Times, Gaia, Looker)

- Looker is backed by Google and their end-clients include Sony, The Economist, Amazon, Spotify, Lyft, etc.

- Built up strategic partnerships. Example: Boardroom.Media, Future Mobile Technology, etc.

- Developed Data Connectors and Adaptors for easier integration by 3rd parties

- Invented and launched IRIS a neural network web extraction tool

- Built Synapse, a data visualization tool to view psychographics and behavioral maps

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PROBLEMS FACED BY BUSINESSES & USERS

Targeting users with too many options without any guidance

Declining User Engagement which directly impacts revenues.

Internet is crowded

Unable to identify the single user

Individual users are bombarded / swamped with irrelevant content that has not been personalized in any way to them

We are still reliant on grouped / aggregated user data to be able to determine what people are going to do
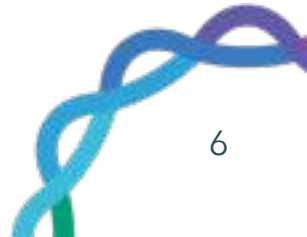
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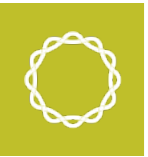
SOLUTION: AN AI POWERED ECOSYSTEM

- What if a system could be built that truly knew you, truly understood you?

- Knew you better than your current best recommendation system.. Your friends, family, colleagues

- A system that would learn constantly and develop its algorithms specifically to you and not put you in a bucket or category of other users

Time

Connections

Weather

Location

Interests

Financial Status

Values

Health
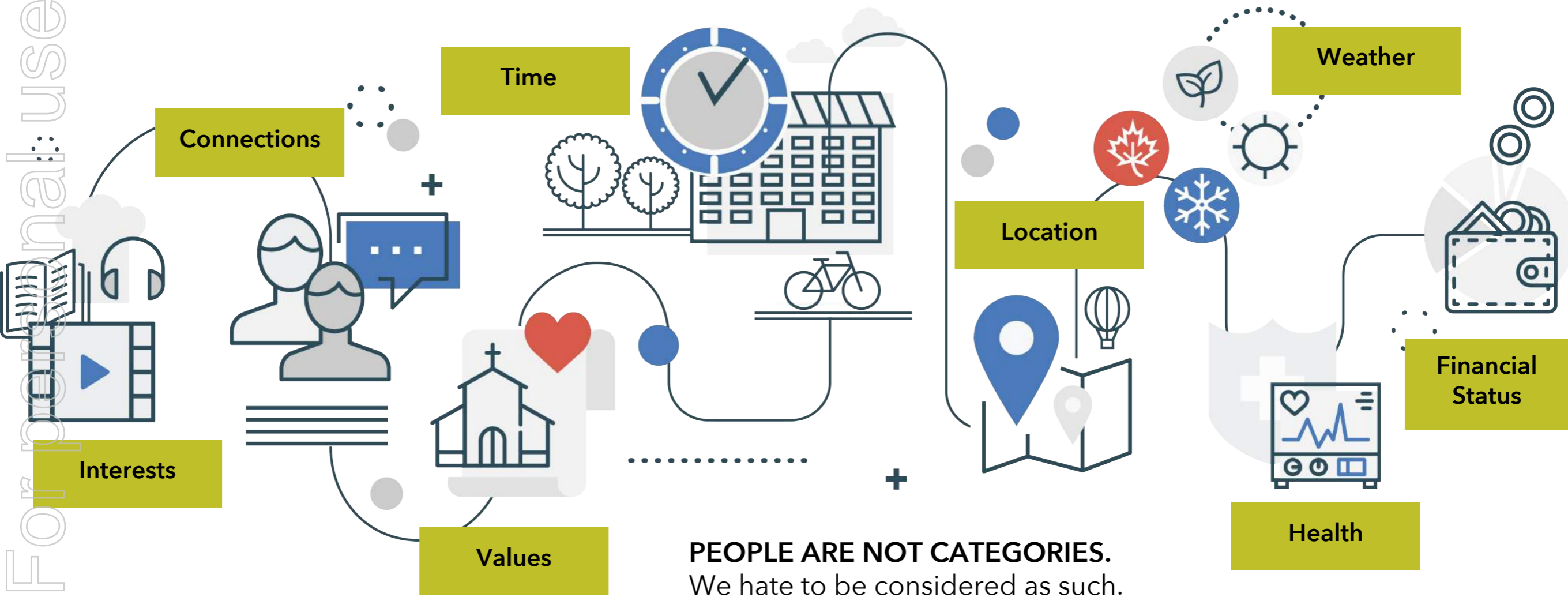
PEOPLE ARE NOT CATEGORIES.
We hate to be considered as such.
We are all individuals with our tastes, likes, dislikes, interests.

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OPENDNA'S USAGE IN VARIOUS INDUSTRIES

CONTENT PUBLISHING

TRAVEL & LEISURE

E-COMMERCE

COMMUNICATIONS

BUSINESS INTELLIGENCE & DATA ANALYTICS

AD TECH

OpenDNA's technology is Industry Agnostic. Can be utilized by multiple businesses in varied industry verticals. Below is a list of of a few business types and how they would benefit using OpenDNA's technology:

CONTENT PUBLISHERS: Benefits include increased retention, increased engagement, business and marketing optimization.

TRAVEL & LEISURE: Benefits include better understanding of customer's travel needs and in turn provide better products and services.

E-COMMERCE: Benefits include understanding customer buying behaviour and trends and predicting their needs with aids in better procurement decisions within organization.

COMMUNICATIONS: Building interest profiles and delivering personalized content and advertising.

BI & DATA ANALYTICS: Once stop platform to analyze multiple datasets within an organization. Easier data manipulation and reporting.

AD TECH: Better targeting of advertising content to a customer's interest profile. This increases ROI.

Few Examples of OpenDNA's current customer base:

The Epoch Times 大紀元時報

Robb Report AUSTRALIA

ENDEAVOUR DRINKS GROUP

gaia ONLINE

BOARDROOM.MEDIA

looker

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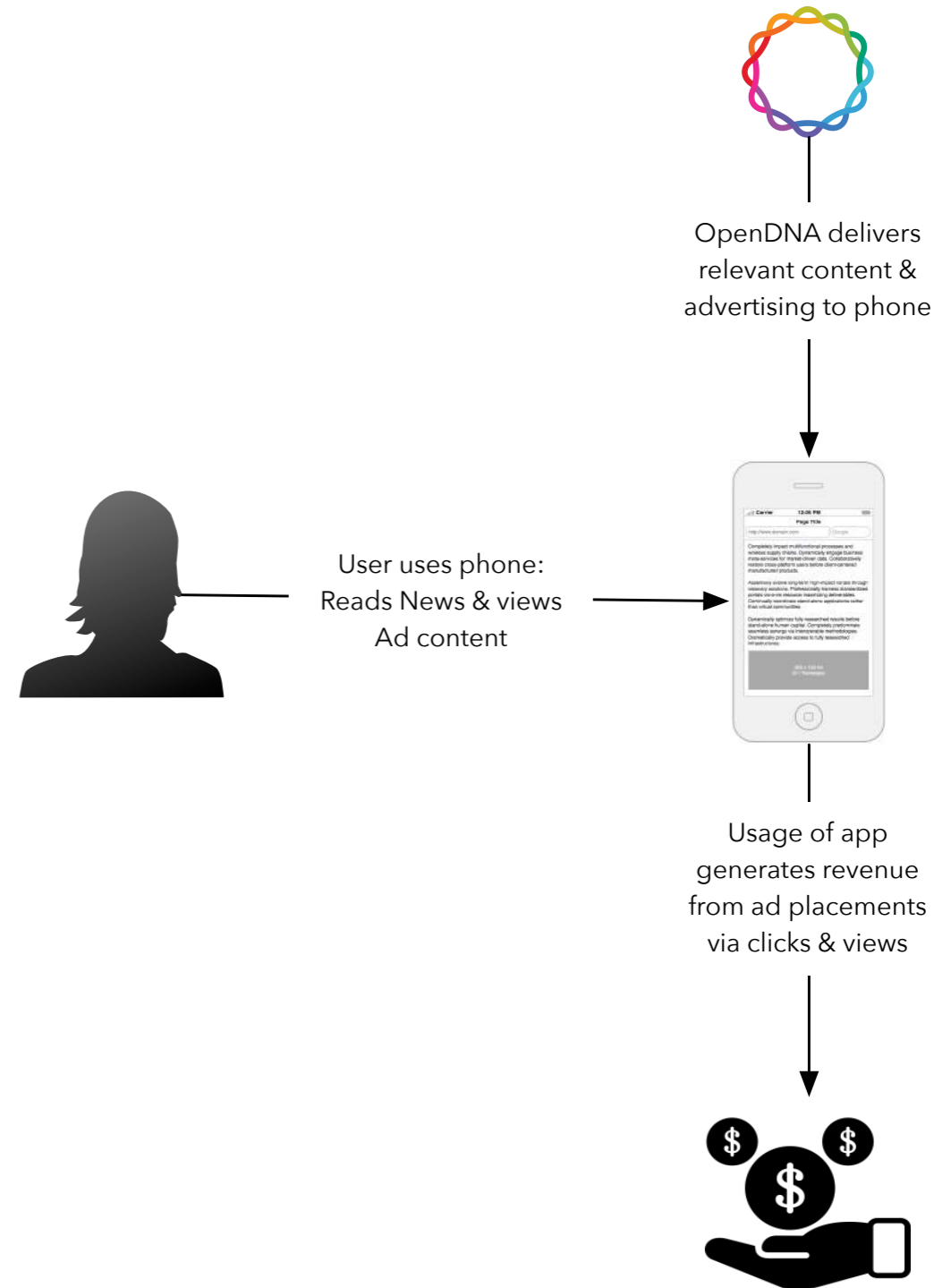
FUTURE MOBILE TECHNOLOGY

- Manufacturer and provider of the high-quality "Netsurfer" range of Android mobile devices to the European and African markets

- Jottr, OpenDNA's personalized content App, will be pre-loaded on Netsurfer handsets and will host over 2,000 sources of rich content streams

- Through this pioneering development, OpenDNA-enriched Netsurfer Devices will "learn" and tailor news, entertainment, sports, technology, and lifestyle content to each individual user

- OpenDNA's innovative machine learning-powered personalization technology opens the way for Android device manufacturers to tailor services and content across Google's rich content ecosystem, paving the way for the "Internet of Me"

Advertising content can generate anywhere between $1 to $50 for every 1,000 impressions or also based on a click thru by a user. OpenDNA increases the content viewed by the user which generates more ad impressions, more click thrus' and in turn more advertising revenue.

For example:
If only 30,000 handset owners use the news app daily, then this could generate over $500,000 in joint revenue per year.

If 100,000 users use the news app daily, then this could potentially generate over $1.5m in joint revenue per year.
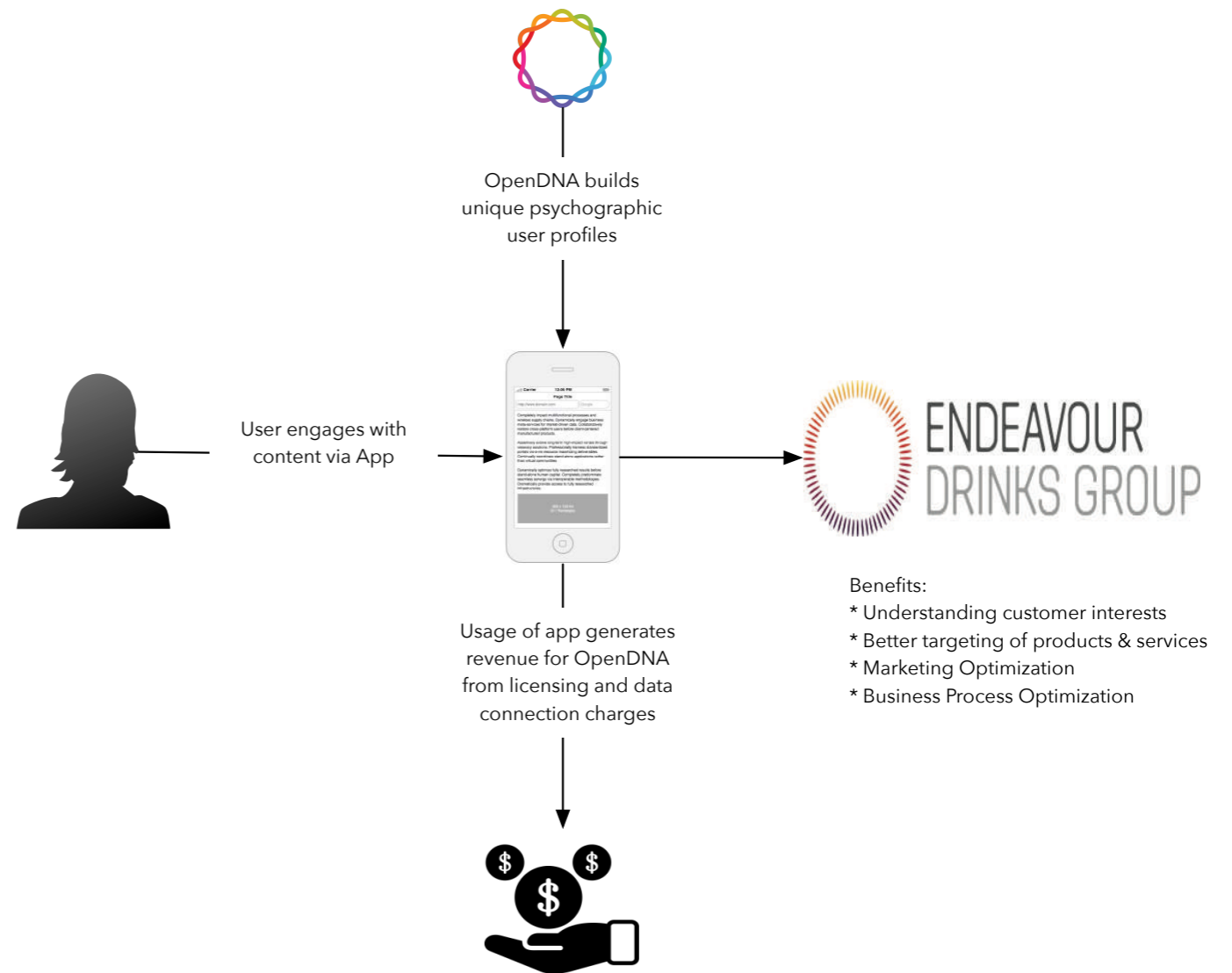
OpenDNA delivers relevant content & advertising to phone

User uses phone: Reads News & views Ad content

Usage of app generates revenue from ad placements via clicks & views

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ENDEAVOUR DRINKS GROUP

- Operated by Woolworth Limited and owner of the Dan Murphy's, BWS and CellarMasters brands (amongst others)

- OpenDNA has created apps providing users with the ability to tap into Endeavour's extensive product suite and allowing Endeavour Drinks Group to personalize drink recommendations in real-time

- Through psychographic profiling and user interaction with the app, consumers can create a library of potential products tailored to their specific interests and reflecting their preferences across a wide range of situations, events and moods

Revenue generated by:
- the development of the app, as well as revenue via subsequent future builds;

- ongoing usage of the app (calculated by reference both to active user numbers and levels of user interaction with the app); and

- content sourcing and cataloging via OpenDNA's extensive access to worldwide content sources

OpenDNA builds unique psychographic user profiles

User engages with content via App

Usage of app generates revenue for OpenDNA from licensing and data connection charges

ENDEAVOUR DRINKS GROUP

Benefits:
* Understanding customer interests
* Better targeting of products & services
* Marketing Optimization
* Business Process Optimization

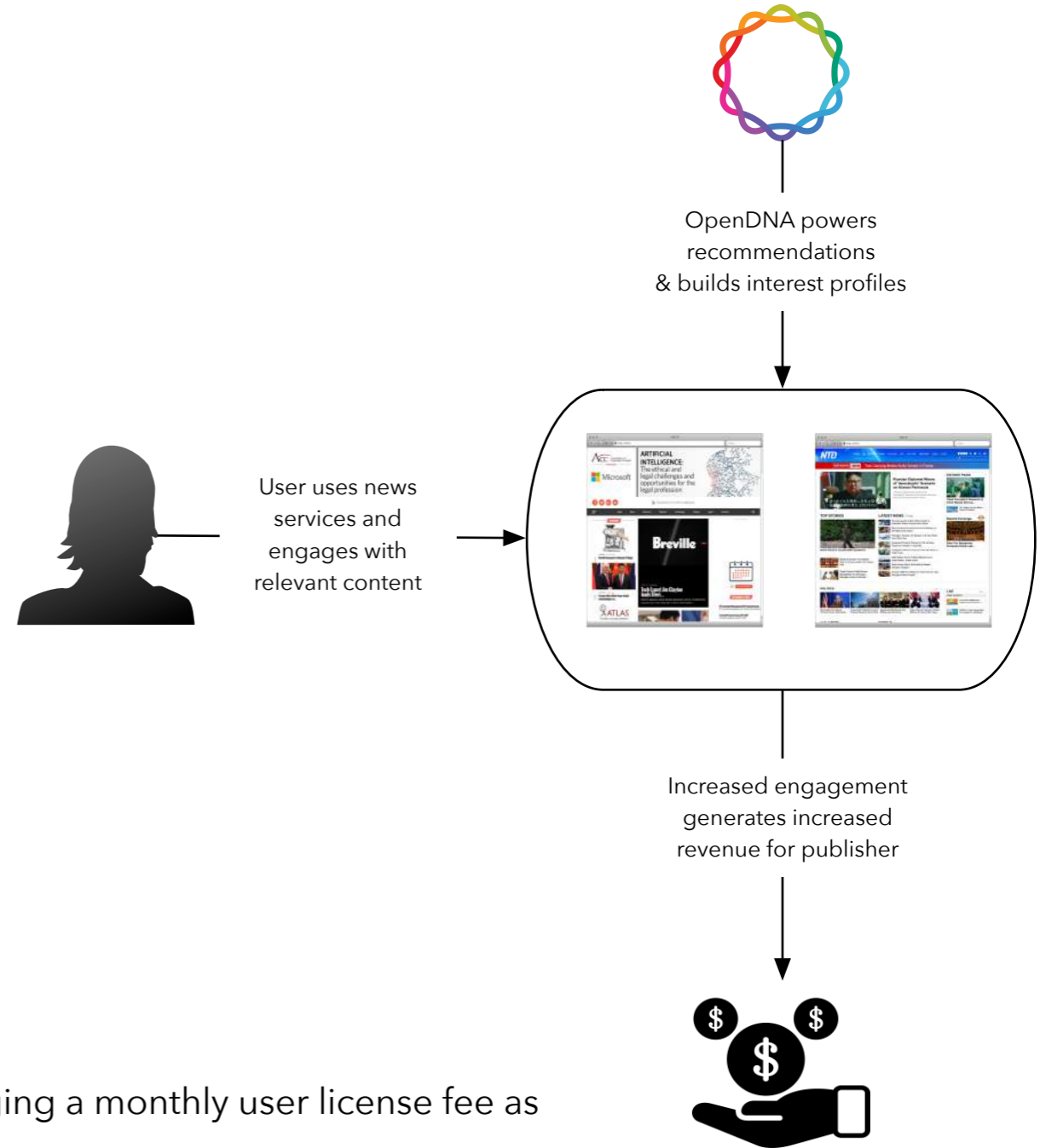**OPENDNA** ™

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The Epoch Times

- The Epoch Times is an independent voice in print and on the web, which is published in 21 languages, in 35 countries, across five continents. The Epoch Times receives 105 million page views per month from 20 million visitors

- OpenDNA's technology will enable Epoch Times to obtain better insights into its millions of online readers and subscribers, in turn delivering personalized news and content experience for all their readers

BOARDROOM.MEDIA

- Boardroom.Media, a leading digital multimedia production company based in Sydney, Australia, signs Services Agreement to power its platform' using OpenDNA's "Artificial Intelligence System" (AIS)

- OpenDNA's AIS will enable Boardroom Media to obtain better insights into online readers and subscribers, in turn delivering personalized news and content for all their readers

NOTE: OpenDNA generates revenue from publishers by charging a monthly user license fee as well as receive a share of the uplift of revenue.

OpenDNA powers recommendations & builds interest profiles

User uses news services and engages with relevant content

Increased engagement generates increased revenue for publisher

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DRIVING REVENUE

USER LICENSE FEES

5 000 users	**$499**
↓	↓
2.5M+ users	**$7k+**
↓	↓
10M+ users	**$18k+**

*charged monthly

+

OPENDNA CONNECTION CHARGES

Fee per user session

$0.0045 / session

or

Revenue share

Reviewed on a case by case basis

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Below is an excerpt from TMT Analytic Research Report on OpenDNA:
Available for download on OpenDNA.AI website.

"Another key strength of OPN is the alignment of its revenue model with customer success. While OPN's revenue model comprises of a fixed component, i.e. a monthly license fee based on the number of users on a customer's online assets, OPN's key revenue driver is based on customers' revenue uplift resulting from the implementation of OpenDNA or the number of data connections made between the customer's systems and OPN's.

Example: a base licensing fee for a publisher's global news website with 20M unique monthly visitors, of which 2M are monthly active users, may amount to A$ 15k or A$ 20k per month.

These 2M active monthly users may visit 2 of the publisher's webpages per visit on average. If OPN can increase the number of page visits to 4 on average by offering more personalized, and thus more engaging content to this publisher's audience, it will have doubled the advertising real estate on this website, and will have roughly doubled time spent on this website.

However, the value of ads the publisher can now place on this expanded online real estate will also be worth more, because the ads can be substantially more targeted. Advertisers are willing to pay much more for ads that are precisely targeted to their target audience compared to ads that are targeted at a more generic audience.

If the publisher can thus increase its advertising revenue from, say, A$ 200k per month to A$ 500k per month, and has agreed a 20% revenue share on this uplift with OPN, OPN can generate A$ 60k per month in revenues from this customer (20% of A$ 300k), in addition to the base licensing fee." – **TMT Analytics**

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SYNAPSE DELIVERS REAL-TIME INSIGHTS
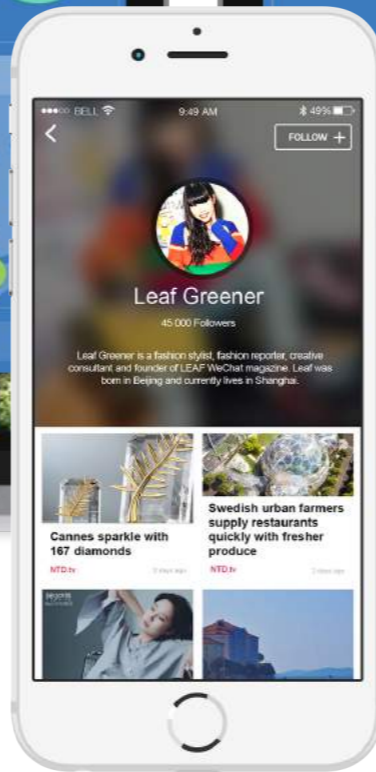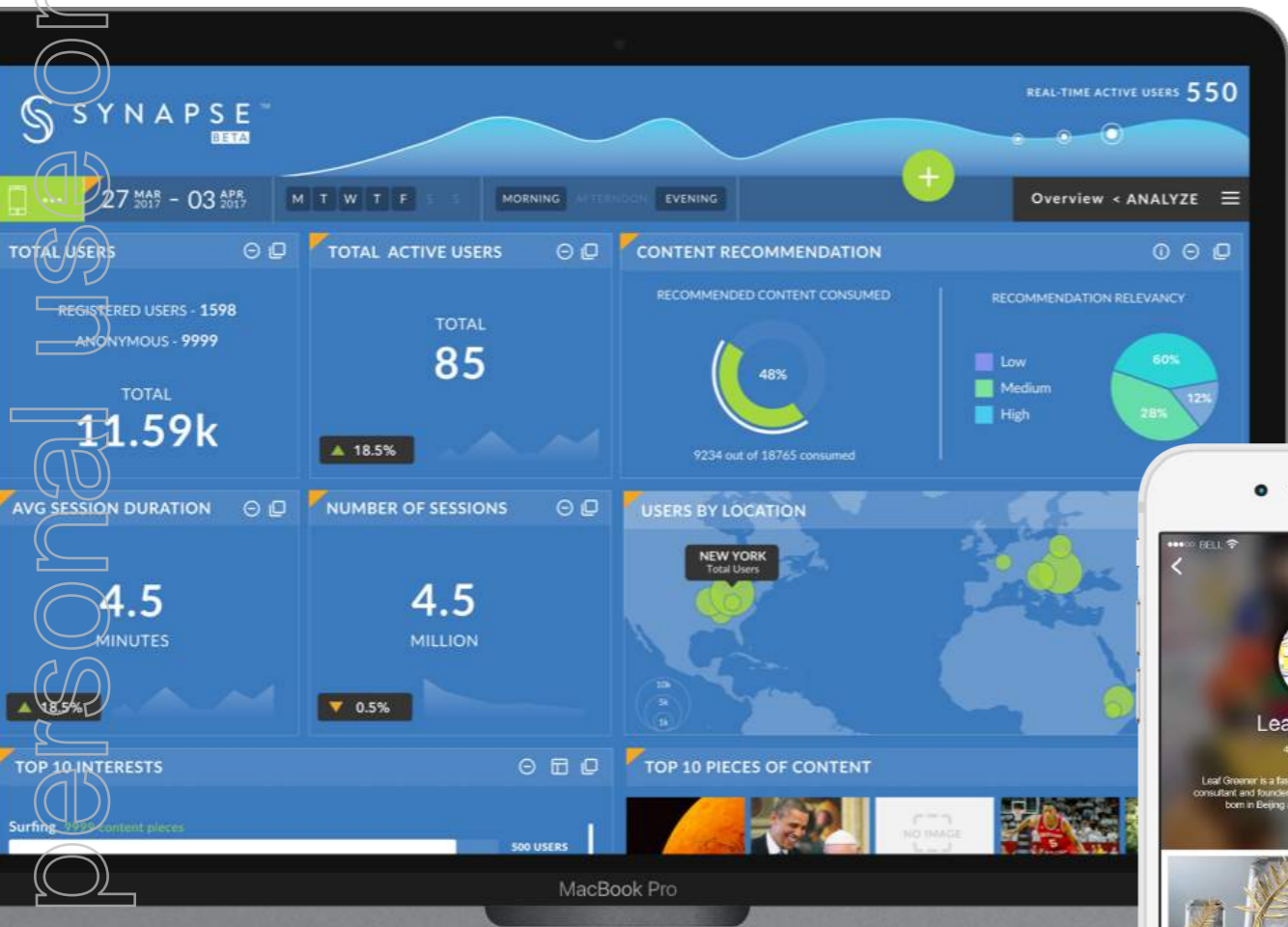
SNAPSHOT OF A USER'S DATA
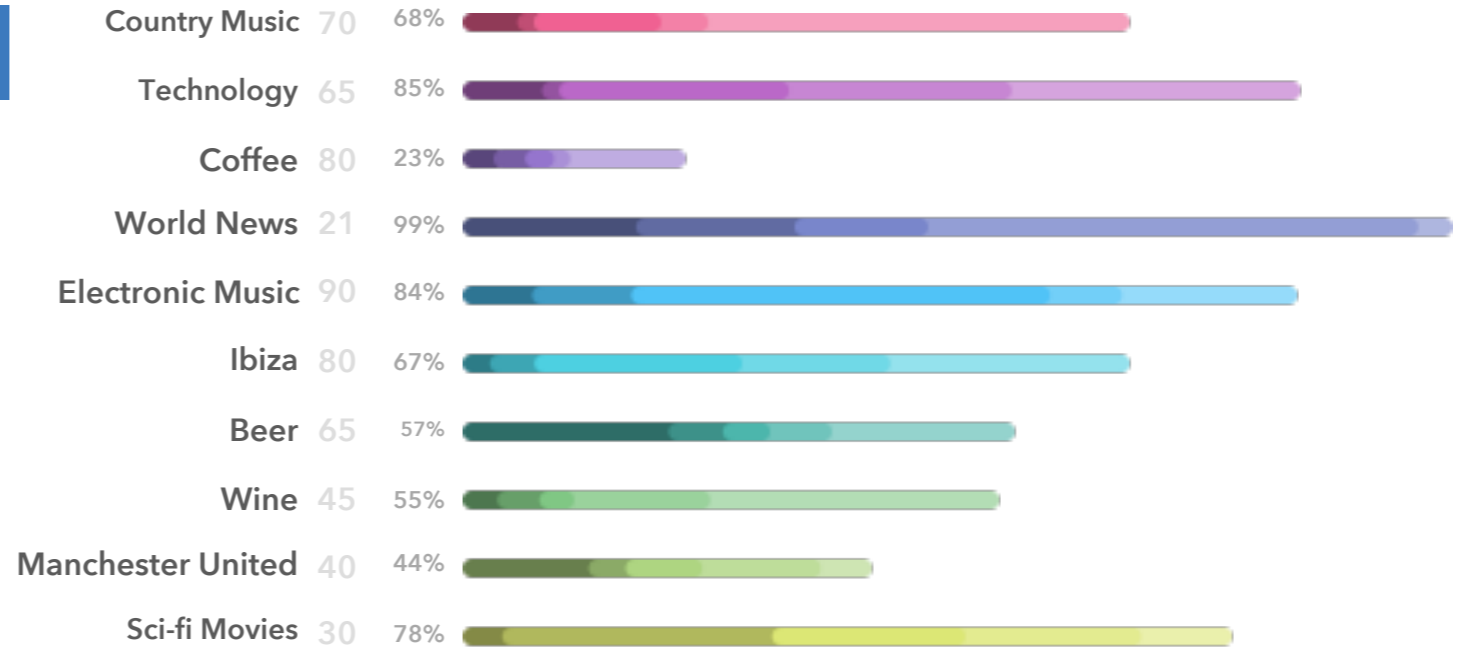
CHUANDO TAN, 36

ID: 2485738292847477

Marital Status: Married

Wife: Michelle Tan

Children: 2 (aged between 5-10 years)

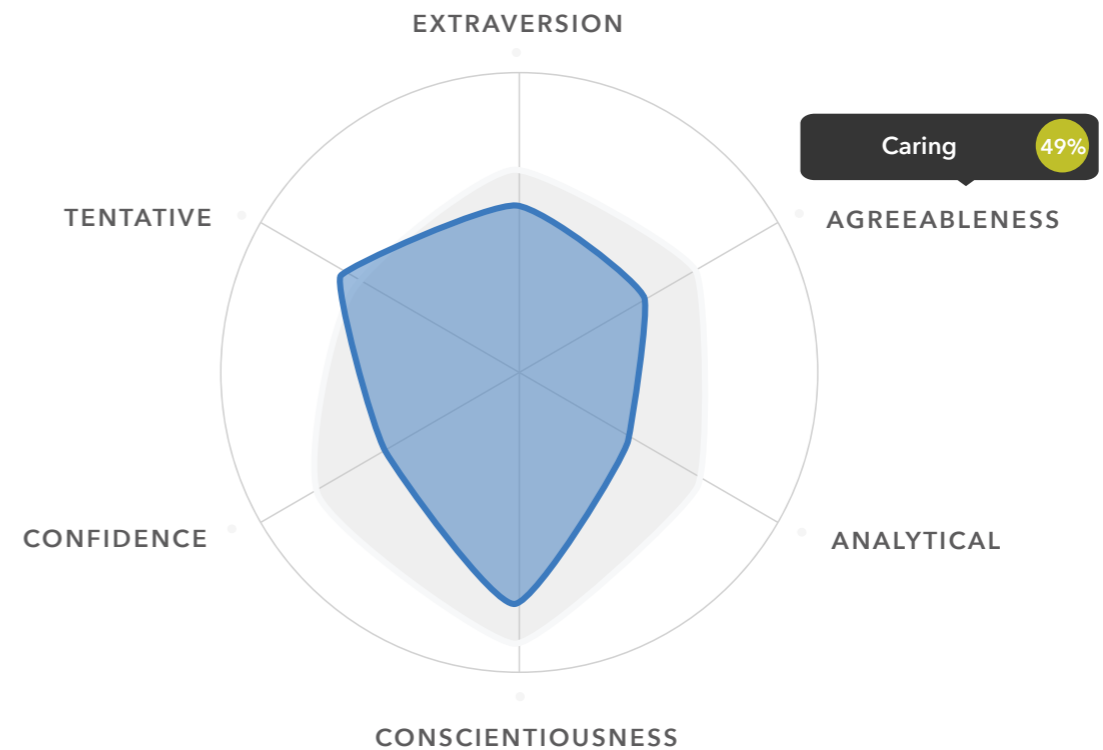**Address:** Tiong Bahru, Singapore

*** NOTE: The above details are hypothetical. The name details have been changed to protect user privacy.*

OpenDNA maps a user's interests and learns about the extent of interest that they may have in any area. This is highly contextualized and relevant to that specific user.

For businesses this delivers great value in better understanding their customers.

Interest	Score	Percentage
Country Music	70	68%
Technology	65	85%
Coffee	80	23%
World News	21	99%
Electronic Music	90	84%
Ibiza	80	67%
Beer	65	57%
Wine	45	55%
Manchester United	40	44%
Sci-fi Movies	30	78%

EXTRAVERSION

Caring 49%

AGREEABLENESS

TENTATIVE

CONFIDENCE

ANALYTICAL

CONSCIENTIOUSNESS

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OUTLOOK FOR 2018

- Implementation and Scaling Revenue

- Expanding into Asia Region

- Cost Optimization

- Building on existing pipeline of Tier-1 customers. Pipeline includes Telecom Companies, Publishers, E-Commerce, Ad-Tech, Media Companies, etc.

- Technology Advancements

- Global release of the API (Application Programing Interface) and SDK (Software Development Kit)

- Tier-1 Strategic Global Partnerships

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