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## Meluka Honey Appoints OpenDNA to Support Chinese Market Entry

### Highlights

- Meluka Honey has selected OpenDNA to support its China Market entry and drive sales of its products in China on OpenDNA's RooLife platform
- RooLife to sell and distribute Meluka Honey's products, and provide digital marketing and valuable customer insights via OpenDNA's hyper personalisation and profiling Artificial Intelligence System
- RooLife's strategy is focused on marketing and selling high quality authentic Australian products in China

EVE Investments Limited ("EVE") (ASX:EVE), an ASX listed health, nutrition and wellness investment company, is pleased to announce that its wholly owned subsidiary Meluka Honey has entered into an agreement with artificial intelligence and e-commerce marketing company, OpenDNA Limited (ASX:OPN), to provide marketing and sales support for its range of honey products into the Chinese market. OpenDNA's artificial intelligence technology provides real-time personalised market analysis and sales support. The RooLife online e-commerce platform specialises in selling high quality Australian products into China. The term of engagement for marketing and distribution of Meluka Honey's products is for an initial 12-month period with the option to extend for a further 12 months.

Commencing marketing and distribution with OpenDNA is a significant step in establishing the Meluka brand in the Asian markets. Two of the key factors driving the Chinese market are its strong belief in the natural medicinal properties of honey coupled with its trust in the quality and safety of Australian made products, both strengthening demand.

Global Industry Analysts, Inc., USA reported that global consumption of honey is projected to exceed 2.8 million tonnes by 2024. Future growth will be driven by both food and non-food uses of honey. Volume gains in the market will come from growing consumer interest and knowledge of the medicinal use of honey and its value as a premium ingredient in the nutraceutical and functional food industry.



Figure 1: Meluka Honey range

**Mr Bryan Carr, OpenDNA's CEO said of Meluka Honey:**

*"Securing a partnership such as this, which incorporates marketing services and sales distribution rights with a high-end and unique producer such as Meluka Honey is a win-win for both companies. High-quality Australian honey is in demand in China and with the unique properties of Meluka Honey we expect their honey to be able to be clearly differentiated in the market and to be attractive to consumers seeking honey that not only tastes great but also provides health benefits. Its anti-oxidant and sustained anti-microbial qualities derived from the natural bio-active properties of the Melaleuca Alternifolia tea tree are unique and align well with the core elements of Traditional Chinese Medicine (TCM)."*

**Bill Fry, Executive Director of EVE Investments commented on the new distribution channel:**

*"The China market presents a huge opportunity for Meluka Honey and we are delighted to partner with OpenDNA to market and sell our high-quality and unique honey products in a market with strong demand for high-quality honey. Meluka Honey is produced from bees foraging on some of the most pristine old growth tea tree forest found in Australia. This incredible source allows us to produce honey that is superior in both taste and quality and we expect our honey to appeal strongly to Chinese consumers."*

**For further information:**

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**About EVE Investments**

EVE Investments invests in technology companies with a focus on the medical nutrition sector. The Company's investment strategy has a three pronged approach.

1. To invest in businesses that are in the early growth phase with the aim to support their expansion programs.
2. To identify products that have unique medicinal properties and a global reach application.
3. Preference for natural organic products that have demonstrated medicinal benefits.

For further information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter [@EVEInvestments](https://twitter.com/EVEInvestments)

**About Meluka Health Pty Ltd**

Meluka Health Pty Ltd is a wellness and nutrition company that develops and sells its naturally derived, organic and ecologically pure products created using its old growth Australian Melaleuca tea tree plantation which are acclaimed for their medicinal activity.

**About OpenDNA**

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.