

SUMMARY:

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.

INVESTMENT HIGHLIGHTS:

- CHOOSE Digital is a fully integrated digital marketing business, with an existing and growing revenue-generative customer base. While RooLife will provide a "China-ready" platform for Australian companies and brands to market their products directly to Chinese consumers through mobile e-Commerce platforms with integrated mobile payment processing (Wechat/Alipay).
- Synergies between OpenDNA, CHOOSE Digital and RooLife provide a unique and combined ability to provide digital marketing for Australian businesses in the domestic and Chinese markets and connect Australian businesses with Chinese consumers.

COMPANY DETAILS

Company	OpenDNA Limited
ASX Code	OPN
Issue Price	A\$0.04
52 Week – Low/ High	A\$0.026/A\$0.079
Max Shares Post Transaction	256,874,140
Max Options Post Transaction	85,724,307
Market Cap (Post Offer)	A\$10,274,965m

OFFER DETAILS

Issue Type	S708 Placement
Minimum Parcel	A\$5,000
Raising Amount	A\$2m
Issue Price	A\$0.04
Options	1:2 listed option exercisable at A\$0.05 expiring 31/10/2021

BOARD MANAGEMENT

CEO / MD	Bryan Carr
Non-Exec Chairman	Grant Pestell
Exec Director	Warren Barry



Placement Announcement	Thursday 11 th April 2019
Triple C Client bids due	4pm Thursday 11 th April 2019
Funds due	Thursday 18 th April 2019

DEAL TERMS:

- The company is seeking to raise A\$2M.
- Bids due by 4pm Thursday 11th of April 2019.
- Funds due Thursday 18th of April 2019.

**CONDITIONS:**

- The above timetable is indicative only and may change without consultation, you are bound by the agreement arising from your acceptance of your Allocation of Securities notwithstanding any such changes to the timetable.

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DISCLOSURE: Triple C Consulting Pty will receive fees from this transaction of 1% as Lead Manager Fee, 5% Capital Raising Fee for all funds raised by Triple C. Triple C has been appointed as Corporate Advisor to OPN on a monthly retainer of \$10,000.00 p/m and may receive up to 3,000,000 options that will be subject to shareholder approval (all fees quoted are exclusive of GST). Triple C Consulting Pty Ltd as principal, their directors, officers and employees may participate in the new issue detailed in this document. Triple C Consulting Pty Ltd and their directors, officers and employees and persons associated with them may have an interest in the above financial products and may earn brokerage, commissions, fees and other benefits and advantages, whether pecuniary or not and whether direct or indirect, in connection with the making of a recommendation or a dealing by a client in these financial products and which may reasonably be expected to be capable of having an influence in the making of any recommendation, and that some or all of our representatives may be remunerated wholly or partly by way of commission.