



28 June 2019

OPN Option on VIE Structure

Artificial intelligence and e-Commerce marketing company OpenDNA Limited (ASX: OPN) (“**OpenDNA**” or the “**Company**”) advises that the option agreement with Orcoda Limited (ASX: ODA) has ended and the Company will not be purchasing the China VIE structure as first detailed in the Company’s announcement of 12 September 2018.

The Company initiated alternate structures separate to a VIE structure to facilitate the deployment into China of the Roolife business model.

ENDS

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About OpenDNA Limited (ASX:OPN)

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.

opendna.ai

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Registered as: OpenDNA Limited

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