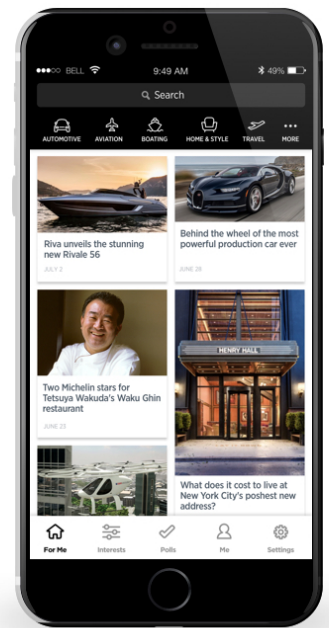


12 July 2017

LUXURY PUBLISHER LAUNCHES NEW ARTIFICIAL INTELLIGENCE (AI) APP FEATURING OPENDNA TECHNOLOGY

Highlights:

- OpenDNA-powered **"Robb Reader"** app launched by Australian arm of leading luxury publisher Robb Report
- App delivers curated content, made possible by OpenDNA's personalisation technology, to match the interests of each reader as they browse the magazine online, including the ability for readers to adjust their own interests settings in the app
- Robb Report has been the authoritative voice in luxury for 40 years, is available in 18 international markets, has a global circulation of over 600,000 and reaches the highest concentration of multi-millionaires (Source: IPSOS Affluent Survey, Spring 2017)



Leading artificial intelligence company OpenDNA Limited (ASX: OPN) ("**OpenDNA**" or the "**Company**") today notes the release by Robb Report Australia of a new AI-powered app featuring the Company's personalisation technology.

The new app, called **"Robb Reader"**, houses the Robb Report digital magazine and uses the power of OpenDNA's AI and machine learning technology to deliver curated content tailored to the specific interests of each individual reader as they browse the magazine online.

Robb Report is a globally-recognised publishing brand with four decades of expertise as a commentator on luxury goods and experiences, and is available in 18 international markets. The Australian edition, launched in October 2016, celebrates the craftsmanship and soul that distinguishes the luxury experience, and provides discerning readers with news of the finest cars, yachts, watches, wines, fashions, hotels and dining – produced and curated from an Australian perspective.

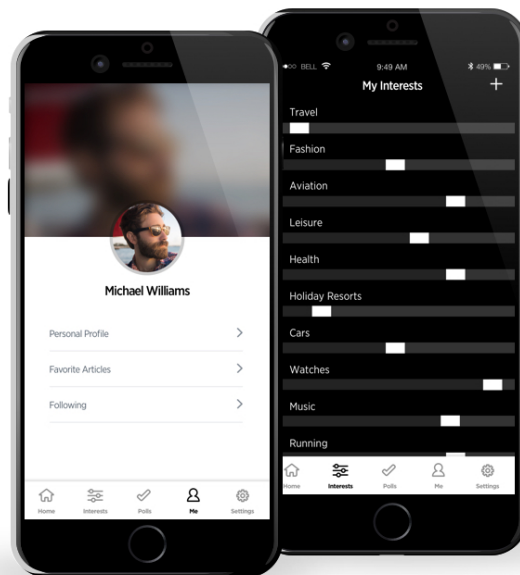
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The Robb Reader app, the third by the publication to launch in Australia this year, has been developed by OpenDNA and uses the Company's proprietary artificial intelligence technology to power Robb Report's custom-content. OpenDNA's AI adaptively learns each user's specific brand and product interests, as well as their browsing habits, to create the most relevant article discovery stream for that user.



Enabling consumers to have a personalised interaction with the Robb Report online magazine, the app uses highly sophisticated AI to learn the content that the individual reader is interested in, based on stories they have previously read. The app also allows consumers to manually enter their topics of interest on an 'Interests' tab to have stories that match their interests appear to them.

Jay Shah, CEO of OpenDNA, says: *"Robb Report is not only a household name but a prestigious, well-respected and high-value brand. We are pleased to showcase how our artificial intelligence-driven personalisation technology can enhance the mobile experience for its readership. Through use of OpenDNA technology, content is quickly tailored to each Robb Report reader to create a much richer, more relevant and personalised experience."*

Elizabeth Walker, Brand and Communications Director at Robb Report Australia, said: *"OpenDNA understands the discerning tastes of our audience and we recognised how OpenDNA technology could enhance the user experience. Our readers have come to expect an extremely high level of quality from our magazine content and OpenDNA tailors that experience to the individual reader."*

The Robb Report Australia app is available through Apple Store and Google Play.

ENDS

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If you would like a copy of the latest edition of Robb Report or images, please contact:
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About Robb Report

Since its first US edition, Robb Report has celebrated the craftsmanship and the soul that distinguishes the luxury experience, providing discerning readers the world over the ultimate guide to the finest cars, yachts, wines, fashion, jewellery and dining. Following the US edition, Robb Report has expanded with a further 16 international editions, and a dedicated following in each market. Robb Report Australia is the 17th regional edition, bringing the 'best of the best' from an Australian perspective. Visit Robbreport.com.au

For further information, please visit the OpenDNA website at www.opendna.ai or contact:

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About OpenDNA Limited

People are not categories. People are individuals.

To businesses, OpenDNA provides real-time insights into their individual customers' behaviour which allows them to better predict their needs. This enables businesses to deliver a more relevant customer experience at an individual level, which drives increased revenue. OpenDNA's artificial intelligence and machine-learning system automatically creates detailed psychographic user profiles, which helps deliver better business outcomes.

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