

OpenDNA Limited

Artificial Intelligence in Personalisation Re-Imagined

OpenDNA Limited (OPN.ASX) listed in November 2016 following an A\$8m capital raising (at 20c per share). It owns US patent pending artificial intelligence and machine learning software for use in a variety of high-growth sectors. The company is 'pre-revenue.'

Technology and business model

OpenDNA's Artificial Intelligence ('AI') technology helps businesses better understand their customers, so that they can personalise their customer's experiences and target them with products or information that are relevant. Traditional systems analyse groups or segments of users and then target them based on what everyone else was or is doing. With OpenDNA, it's all about the single user; the single customer view. This way businesses are able to ensure that customers are provided with the best personalised, relevant and targeted experience.

OpenDNA's proprietary AI engine uses Machine Learning, Natural Language Processing and Neural Networks, to generate deep real-time psychographic insights about a user's behaviour. This allows businesses to better predict their customers' needs and to potentially drive increased revenue. To individuals it paves the way to own their data and control their experiences across the internet making it more relevant and personalised the field to allow soldiers to communicate with each other via maps.

Achievements since listing

Since listing OPN has received further external validation of the versatile use of its technology including the following:

- In March 2017 OpenDNA signed agreements with Facebook and Fyber for the inclusion of their native advertising technology into OpenDNA.
- In April 2017 OpenDNA was named a "Business of Tomorrow" by Westpac.
- On 27 June 2017 OPN announced an agreement with Future Mobile Technology (FMT), (serving African and European Android markets, to embed OPN's app Jottr into FMT's "Netsurfer smartphone and table devices.
- The company also recently announced the launch of their Android News app, which immediately got included into the Android handsets.
- On 17 July 2017 OPN announced an agreement with Endeavour Drinks Group a business which is operated by Woolworths Limited and which is the owner of the Dan Murphy's, BWS and CellarMasters brands (amongst others) to use OpenDNA's AI system to provide more personalized and relevant experiences for their users.
- On 10 August 2017, a MOU was signed with Looker Inc (leading US business intelligence and data analytics platform) to advertise OPN on its platform with an 'upselling' option for OPN's psychographic Insights.

Share details

Share price	\$0.15
Market capitalisation	\$15.8m
No of shares on issue	105.1m
Net cash on hand 30 June 2017	\$3.7m

Capital raising timetable

IPO November 2016 raised \$8m
No further capital raising plans announced

Upside Case

- A tool for predicting the future not just analysing the past
- Allows users to control their profile which addresses privacy issues
- Well credentialed management

Downside Case

- Time taken to sign multiple customers
- No operating history
- Copy-cat competitors

Company contacts

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