

24<sup>th</sup> March 2017

## OtherLevels Adds Australian Wagering Company

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") is pleased to announce that it has signed another Australian licenced wagering company.

The company has selected Otherlevels innovative new digital messaging format, 'Web Push', that enables sites to deliver offers and content directly to a player's desktop browser, or a mobile browser on Android devices, without the need to download an app. This expands the audience, with the single click opt-in leading to higher opt-in rates, thus reducing the traditional acquisition costs incurred with paid search and advertising.

OtherLevels digital marketing strategists will support and train the in-house team to implement global best practice methods for mobile messaging, maximising the acquisition of new players, and increasing player activity and loyalty.

Brendan O'Kane, the OtherLevels CEO commented, "This is another important win, as OtherLevels continues to grow its footprint in the worldwide social and real-money gaming sectors. OtherLevel has clients in this sector in North America, Australasia, UK and Europe. It demonstrates that OtherLevels has deep expertise in driving increased retention, loyalty and player engagement, and reconfirms that OtherLevels is the sector leader in the real-money and social gaming sector."

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### About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps.

For more information, please visit <http://otherlevels.com>

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