

May 26, 2017

Social Wagering Leader TopBetta Selects OtherLevels To Drive Engagement

OtherLevels Holdings Limited (ASX: OLV) (“OtherLevels”) is pleased to announce that Australian on-line wagering and the world’s first social betting platform operator TopBetta has selected OtherLevels.

The company is using OtherLevels to be the first in the Australian online wagering sector to implement an innovative new digital messaging format.

‘Web Push Notifications’ enable a site to deliver offers and content directly to a user’s desktop browser, or a mobile browser on Android devices, without the need to download an app. This expands the audience, and a 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 have also been engaged to support and train the in-house team to implement global best practice methods to maximise opt-in and engagement rates, which will lead to increased customer activity, revenues and loyalty.

Early results are showing opt in rates of 15% and click through rates of 6.1%, and very strong commercial returns directly attributed to web push, and Bryan Kelly (Head of Product) from TopBetta commented “We are very pleased with early results from using Web Push as a communications channel. It has already exceeded our ROI target 7.5 times within the short pilot period. We look forward to more fully integrating this channel with personalization, abandonment recovery and increased user engagement initiatives.”

Brendan O’Kane, the OtherLevels CEO commented, “We are excited that TopBetta, a global leader in social betting, has selected OtherLevels. This is another important win, as OtherLevels continues to grow its footprint in the worldwide social and real-money gaming sectors. It demonstrates OtherLevels sophistication in digital messaging, and expertise in strategies to maximize acquisitions conversions and reduce the costs of re-acquisition by paid media re-targeting. We look forward to working closely with TopBetta to continue to deliver innovative messaging solutions, while supporting their growth and expansion.”

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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>

For media enquiries please contact media@otherlevels.com

About TopBetta

TopBetta Holdings Limited is licensed to conduct race wagering and sports betting under the Northern Territory of Australia, Racing and Betting Act.

The Company has built proprietary technology platforms that combine an online racing and sports wagering offering with a fantasy wagering platform and enables sports fans to compete against each other via online tournaments.

TopBetta (TBH) is listed on the ASX in Australia.

For more information visit www.topbetta.com.au

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