

7<sup>th</sup> December 2016

## **OtherLevels Continues to Gain Market Share in the UK Real-Money Gaming Sector.**

OtherLevels Holdings Limited (ASX: OLV) (“OtherLevels”) has announced that it has signed a leading UK based online wagering and gaming company.

With offices across Europe, Middle East and Africa, the operator runs highly successful bingo and social gaming services across regulated markets, as well as providing bespoke and proprietary technology and service solutions to the online gaming sector.

OtherLevels will initially work with the organisation to deploy a web push solution, as part of an enhanced digital programme. OtherLevels digital marketing strategists will support and train the in-house teams on releasing campaigns focused on driving increased player activity and loyalty.

OtherLevels and the customer are already looking at expanding usage of the platform, to increase audience reach and boost cross and up-sell opportunities across the various brands, using other message formats such as Rich Inbox and Interstitials.

Brendan O’Kane, the OtherLevels CEO commented, “OtherLevels continues to win customers who are seeking the best platform for omni-channel engagement. The ease and simplicity of web push will drive greater audience reach, and help drive increased retention, loyalty and player engagement. It also validates the huge range of opportunities in the on-line web channel and reconfirms OtherLevels expertise in the 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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