

16th February 2017

Major UK customer expands use of OtherLevels

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") continues to see strong growth from existing clients.

OtherLevels success is predicated on retaining and growing our largest clients. To do that OtherLevels continues to provide value and deliver services to the highest standard. The first calendar quarter is the largest quarter in terms of large client annual renewals and is therefore a strong indicator as to the success of the Company's strategy.

OtherLevels is pleased to announce that a major UK wagering customer has in the last three months increased its annual contract value by 140% to over £217,000 from a spend of approximately £90,000 twelve months ago.

In addition, halfway through the first quarter, signed and quoted renewals for the quarter are indicating strong year on year revenue growth. This is driven by growth in message volumes, and increased use of multiple message types, with associated incremental fees in both cases.

Brendan O'Kane, the OtherLevels CEO added, "We are seeing direct proof, that OtherLevels can continue to retain and grow our most valuable clients. Our investment in additional message types, such as web push, and the release of new modules such as Action Engine, are contributing incremental revenue. This along with growth driven by the continued adoption of mobile devices across our customer's audiences, validates OtherLevels strategy."

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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.