

20<sup>th</sup> February 2017

## OtherLevels Wins One of Australia's Leading Corporate Travel Sites

OtherLevels Holdings Limited (ASX: OLV) ("OtherLevels") has announced that it has signed one of Australia's leading corporate travel sites.

As part of the customer's strategy to offer exceptional customer service to their client base, OtherLevels will initially work with the division providing VIP, group and logistics travel and other value added services to the music & entertainment, sporting, arts and television, and production sectors.

OtherLevels will deploy innovative cutting edge **web push notifications** that will facilitate the delivery of real-time travel information, including partner special offers and seasonal promotions, and flight changes and emergency alerts, within their omni-channel digital programme. Working with OtherLevels digital marketing strategists, campaigns will focus on driving new partner opportunities and enhancing the customer experience.

Brendan O'Kane, the OtherLevels CEO commented, "This is further validation of the massive opportunity to expand marketing communications in the on-line web channel. By combining the immediacy of web push notifications, without the need to download an app, OtherLevels is able to extend the reach of the customer's omni-channel digital programme. The sophistication of the OtherLevels platform, together with the simplicity and ease of web push implementation, means that customers can be live in a matter of days. The opportunity with web based solutions increases the number of potential customers for OtherLevels, and validates the Company's **"Reach 100% of Your Audience"** strategy spanning desktop web, mobile web and apps."

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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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