

ASX Release**9 January 2017****RETIREMENT OF STEVE BAXTER AS DIRECTOR**

Further to the announcement made on the 19th December 2016, OtherLevels Holdings Limited (ASX: OLV, “OtherLevels”) today confirms the retirement of Steve Baxter as director, effective 31 December 2016.

Mr Brian Mitchell, the Chair of OtherLevels, thanks Steve for his support and contribution to the company in its formative period, and wishes him well in supporting new and innovative Australian companies in the future.

The Final Director’s Interest Notice (Appendix 3Z) for Steve Baxter is attached.

- ENDS -

For more information, please contact:

Brendan O’Kane
Managing Director and CEO
brendan.okane@otherlevels.com

Andrew Ritter
CFO and Company Secretary
andrew.ritter@otherlevels.com

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>

Appendix 3Z

Final Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	OtherLevels Holdings Limited
ABN	88 603 987 266

We (the entity) give ASX the following information under listing rule 3.19A.3 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of director	Stephen Ross Baxter
Date of last notice	24 March 2016
Date that director ceased to be director	31 December 2016

Part 1 – Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
542,101 options to acquire ordinary Shares.

+ See chapter 19 for defined terms.

Appendix 3Z
Final Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest</p> <p>Birkdale Holdings (Qld) Pty Ltd atf Baxter Family Trust</p> <p>Mr Baxter has the power to control the voting rights and disposal (subject to any escrow) of the equity holding of Birkdale Holdings (Qld) Pty Ltd.</p>	<p>15,395,854 Ordinary Fully Paid Shares (of which 5,273,343 are subject to 24 months escrow ending 31 March 2017).</p>

Part 3 – Director's interests in contracts

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.