

September 11th 2017

OtherLevels Wins Leading U.K. Publisher

OtherLevels Holdings Limited (ASX: OLV) (“OtherLevels”) has announced that it has signed a leading UK publisher.

The publisher, is an iconic name in the U.K. market, and is the leader in its sector.

OtherLevels will initially work with the publisher to deploy two message types - web push and interstitials. OtherLevels digital marketing strategists will work with the in-house team to drive increased conversion activity, helping to turn unknown site visitors into known readers.

Lance Standing, OtherLevels General Manager UK and EMEA, commented, “We are very excited to be working with another leading U.K. publisher. Using our Intelligent Messaging for Conversion capabilities we will work with the in-house team, to convert more unknown site visitors into known readers, hence increasing conversion, and reducing the need and cost of re-targeting unknown on-line visitors.”

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in Europe, the US and Australia.

The OtherLevels platform enables clients to **acquire sooner, engage smarter** and **retain longer** across desktop, mobile web and apps audiences. The OtherLevels platform offers both **Intelligent Messaging for Conversion**, and **Intelligent Messaging for Marketing Clouds and CRM**, hence delivering both acquisition and engagement capabilities for digital marketers. OtherLevels leading clients include Camelot (UK), Tatts, Coles, Flight Centre, IHG, LadbrokesCoral, Betfred, Doubledown and Playstudios.

For more information, please visit <http://otherlevels.com>

For media enquiries please contact media@otherlevels.com.