

ASX: OMT

13 October 2015

## OMT EXECUTES ENGAGEMENT AGREEMENT WITH WESTPAC

- **OMT has today executed an engagement agreement with Westpac, one of Australia's leading financial institutions, for the development of a mobile investor relations platform.**
- **Westpac is the second ASX10 company to engage OMT, following Telstra Corporation Limited, demonstrating the growing appetite for OMT's innovative engagement product amongst ASX-listed companies.**
- **Under the terms of the engagement, Westpac will pay to OMT an implementation fee, and an annual subscription and maintenance fee.**
- **The sales pipeline and customer interest in OMT's leading digital stakeholder engagement apps continue to grow.**

Omni Market Tide Limited (**Company** or **OMT**, ASX: OMT), digital stakeholder engagement leader, today announces that Westpac Banking Corporation (**Westpac**), one of Australia's leading financial institutions, has engaged OMT for the development of an innovative mobile investor relations platform (**Contract**). Westpac joins Telstra among the early-adopters in the ASX10.

Westpac, an institution widely regarded as one of Australia's most eminent brands, will benefit from the delivery of a market-leading mobile stakeholder engagement application. Westpac's investor relations app will provide a direct and efficient communications channel between Westpac and its shareholders.

OMT's Managing Director, Megan Boston, commented that this is a great opportunity for OMT to work with one of Australia's most recognised, blue chip banking institutions.

"We are delighted that Westpac, one of Australia's most successful and well recognised companies, has engaged Omni Market Tide," said Mrs Boston. "There is a ground swell of recognition amongst listed companies, across all sectors and indices, that efficient shareholder engagement has become a necessity. Our growing sales pipeline of customers is indicative of this recognition and the interest in OMT's leading digital stakeholder engagement apps."

Under the terms of the Contract, Westpac will pay to OMT an 'Implementation Fee', and an 'Annual Subscription and Maintenance Fee'. The Implementation Fee is structured to be payable in three instalments, being:

- 50% upon execution of the Contract;
- 25% upon the completion of design, interface and functionality specifications; and
- 25% upon handover and completion as set out in the Contract.

The Contract is for an initial term of 12 months (**Term**), and can be extended by Westpac by a further one or two Terms. If the Term is extended, a further annual subscription and maintenance fee will be payable by Westpac.

OMT was engaged by Westpac through OMT's direct sales channel, an integral part of OMT's multi-channel sales capability. OMT also has in place an alliance agreement with Boardroom Australia Pty Limited, as well as a sales referral agreement with Euroinvestor.com, as announced to the ASX on 3 September and 22 September respectively.

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**About Omni Market Tide**

Omni Market Tide is the market leader in digital stakeholder engagement. Omni Market Tide has the only stakeholder engagement app in Australasia designed to enhance the interconnectivity between companies and stakeholders, allowing push communications, web streaming, and direct voting, among other features. Our application makes investor relations content more readily accessible for the digital investor, increasing shareholder engagement and participation during and outside the AGM voting requirements. The company is listed on the Australian Securities Exchange (ASX:OMT). For more information about the company please visit [www.omnimarkettide.com](http://www.omnimarkettide.com).

**Forward Looking Statements**

This release includes certain statements that may be deemed "forward-looking statements". All statements in this discussion, other than statements of historical facts, that address future activities and events or developments that OMT expects, are forward-looking statements. Although OMT believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in the forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include market prices, and general economic, market, or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and that actual results or developments may differ materially from those projected in forward-looking statements.