

ASX: OMT

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TELSTRA RELEASES ITS OMT-BUILT INVESTOR RELATIONS APPLICATION

- **ASX10 technology leader, Telstra, has released its investor relations app, designed and developed by OMT.**
- **Telstra's app release paves the way for a pipeline of potential customers exploring OMT's product offering.**
- **Telstra's investor relations app provides the company and its investors with a convenient, cost effective, first class engagement channel.**
- **The release of this app is an important strategic and commercial milestone for OMT.**

Omni Market Tide Limited (**Company** or **OMT**, ASX:OMT), digital stakeholder engagement leader, is pleased to announce Telstra Corporation Limited (**Telstra**) has released its first investor relations app. Telstra's app was designed and developed by OMT.

Telstra is Australia's largest telecommunications and media company, having consistently lead the market in the provision of voice and data products across mobile and fixed technology.

As a market leader in technology and engagement, Telstra is one of Australia's first, large corporations to commence the digital transition in investor relations. The OMT-built app will provide to Telstra a direct and efficient communications channel between the company and its more than one million shareholders.

The release of the app is also another significant commercial and strategic milestone for OMT, validating OMT's unique design and development capabilities. As of today the app is available on iPad, and will be available on iOS and Android smartphone platforms in coming days.

OMT's Managing Director, Megan Boston, said the release of Telstra's investor relations app was a tremendous achievement for OMT and Telstra. "The release of the app is a significant milestone. Telstra sees enormous potential from efficiently and effectively increasing their direct engagement with

shareholders through OMT's unique software. An increasing number of Australia's largest public companies and member organisations are also recognising this opportunity."

Under the terms of the engagement agreement between OMT and Telstra, OMT draws revenue from firstly the design, development and implementation of the app, and secondly the ongoing maintenance and hosting of the app. This release signifies Telstra's progression from the design, development and implementation phase, to the ongoing maintenance and hosting phase.

OMT looks forward to the opportunity to continue to develop the technological capabilities of Telstra's app over coming months.

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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.

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.