

ASX: OMT
06 April 2014

OmniLOOP APP RELEASED

- **The release of the multi-company app, OmniLOOP, creates a new benchmark for AGM and shareholder engagement best practice.**
- **OmniLOOP provides listed companies with productivity, shareholder engagement and governance benefits while offering investors access to the companies they've invested in through the convenience of their mobile phone.**
- **OmniLOOP features include real time AGM voting capability and up to the minute share price feeds.**
- **The app's release is set to drive accelerated sales conversions over coming months among the more than 45 listed companies currently expressing positive interest in OMT's product capabilities.**

Omni Market Tide Limited (**Company** or **OMT**, ASX:OMT), digital stakeholder engagement leader, has today launched its much anticipated *OmniLOOP* app on both the Apple App Store and the Google Play Store. This revolutionary app makes information more accessible to shareholders and is poised to create a new benchmark in AGM and shareholder engagement best practice.

OmniLOOP features a built in share price feed and allows shareholders to view key company dates and sync them with their phone's calendar. Shareholders will also be able to view, save and share announcements in an easy to read format. In addition, *OmniLOOP* will allow shareholders to view AGM agendas, stream proceedings live, ask questions, and vote in real time.

Megan Boston, Managing Director Omni Market Tide said of the launch "We are delighted to launch *OmniLOOP* to the public. This is an exciting day for shareholder engagement in Australia, placing us as leaders in digital engagement practices."

"It's often said that AGMs are symbolic of a how we used to do things – paper based, backward in focus, physical in their organisation and process. This could be the catalyst that finally takes the AGM, and shareholder engagement from the old model, to the way of the future."

“*OmniLOOP* will revolutionise shareholder engagement, offering investors unparalleled access to the companies they’ve invested in through the convenience of their mobile phone.”

“For companies, there is convergence around productivity, real time two-way engagement with all shareholders, and better governance outcomes.”

In 2015, in the US, 88 companies held virtual shareholder meetings. This method is believed to have boosted investor engagement, driving voting participation up to three times higher. Further, the ability to vote through a mobile platform has seen a 70 per cent increase in voting.

In the Australian market, listed companies are spending \$200 million on share registry services, \$120 million on AGM meetings and \$350 million on shareholder engagement yet only five per cent of the top 200 companies are drawing more than 500 shareholders to their AGM. *OmniLOOP* will help to change this.

OmniLOOP’s release enables OMT to utilise the product for engagement and voting at its 2016 Annual General Meeting. This will be the first time in Australia that shareholders have been given the opportunity to exercise a direct vote, attend via live-stream, and ask questions in real time through a mobile application.

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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.