



20 May 2020

Opyl commercial update

- *Opyl wins two new contracts*
- *Expanding pipeline of proposals*
- *Growing interest in the Opyl digital and social media offerings*

Melbourne, Australia, 20th of May 2020, Opyl (ASX:OPL) today announced an update on its commercial operations, in particular the signing of two new contracts that will increase company revenues over the next three quarters. The company also has a number of active additional proposals in the market as a result of an intensive business development campaign collaborating with humun (UK-based alliance announced in February 2020). The company remains on track for a cash flow neutral quarter or better with additional contracts increasing the companies move towards cash flow positive operations.

Michelle Gallaher, CEO of Opyl Limited, said: "The rapid transition to focus on digital channels and data optimisation in healthcare as a result of COVID19 is starting to positively impact the business as more and more companies realise the value that Opyl can bring to their programs, technologies and healthcare interests" said Michelle Gallaher, CEO of Opyl Ltd.

"Each day we get more companies coming to us to help them with their clinical trial recruitment or market insights. We are experiencing our busiest proposal period ever, as remote working and acceleration of social media use in healthcare highlights the benefits and importance of digital and social media outreach

As highlighted in the 4C, Opyl remains on track to be cash flow neutral this quarter and these recent new contracts will help the company towards becoming cash flow positive. One of the two new contracts is with a multinational pharmaceutical company and is a result of the partnership with humun, with the two companies anticipating additional deals in the future.

Revenue from the new contracts will be realised over the coming three quarters. The revenue within Opyl comes through a combination of retainer based clients and specialist and project based single contracts.

Opyl anticipates additional new contracts over the coming quarter and will provide shareholders and the market with updates on its progress.

Opyl offers clients:

- Accelerating clinical trial recruitment and improving diversity and accuracy of recruitment through social media and digital outreach
- Social media-based market insight and analysis
- Social media training for the healthcare context
- Ongoing social media management for healthcare and research-centric organisations
- Web and social media content creation and digital marketing campaigns
- Competitive SEO analysis and digital optimisation

The Board has authorised this announcement for release to the ASX.



-ENDS-

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Opyl is a new generation company working at the intersection of artificial intelligence, social media and healthcare. Our focus is on developing digital tools that improve the healthcare experience for patients, deliver deep market insights from social media data and improve the efficiency and value of the clinical research process.

Our point of difference is the deep healthcare marketing and data science expertise of our diverse team and our understanding of real world data, particularly patient reported outcomes (PRO) and the value of continuous data and dialogue stream within social media.

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