



13 February 2019

The Manager
Company Announcements Office
ASX Limited
Level 4, Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir / Madam

ONEMARKET LIMITED (ASX: OMN)
ONEMARKET LIMITED – OUTCOME OF STRATEGIC AND OPERATIONAL REVIEW

Following the appointment of Joe Polverari as CEO of OneMarket in late December 2018, the Board and Mr. Polverari have undertaken a review of the Company's strategic direction and focus with the objective of accelerating return on investment on OneMarket's core technology platform to drive shareholder value and reducing on-going cash expenditures.

Summarized below are preliminary outcomes of this review, which will form the basis of OneMarket's near-term strategic and operational plan:

- Selective investment in and refinement of the product portfolio to better leverage the data and advanced analytic capabilities of OneMarket's technology platform and drive revenue growth; and
- Further reduction of on-going cash expenses through a rationalization of the work force and operating costs as well as reorganization of the reporting structure to better align the organization with strategic growth objectives.

Joe Polverari, CEO of OneMarket said: "I am pleased with the outcome of the strategic and operational review which highlighted the significant investment to-date in developing a unique platform for shopper lifecycle management that utilises data and advanced analytic capabilities to engage with shoppers pre-purchase, at-purchase, and post-purchase in what we believe can be a transformative way.

"We believe OneMarket has an opportunity to monetise the convergence of traditional offline and new online retail experiences being driven by new technology entrants and a mix of traditional and new retailers.

"OneMarket's products are generating encouraging early results in improving retailer shopper engagement, cost reduction, and sales uplift and we believe our data-forward approach will be central to OneMarket's future potential."

As a result of the reduction in on-going cash expenses, the period to which OneMarket has sufficient resources to meet its anticipated cash needs without additional financing will be extended by approximately 12 months from late-2020 to late-2021.¹ The restructure is not expected to materially impact OneMarket's forecast cash outflows for the 3 months ending 31 March 2019 as announced in late-January 2019.

Yours faithfully

ONEMARKET LIMITED



Simon Tuxen
Company Secretary

¹ This calculation is consistent with the basis of the calculation in the Demerger Booklet and excludes potential revenues.