

ASX: OMT

2 November 2015

## OMT AND BOARDROOM.MEDIA ENTER A STRATEGIC ALLIANCE

- **OMT and Boardroom.Media have formed a strategic alliance leveraging content sharing and distribution, data analytics and customer referral opportunities.**
- **The alliance further enhances the capabilities of OMT's flagship, multi-company product, Omni Pro. Investors using the Omni Pro App will have access to a broad range of relevant capital markets content.**
- **The alliance also increases OMT's sales capability with Boardroom.Media already providing services and solutions to over 600 ASX listed companies.**

Omni Market Tide Limited (**Company** or **OMT**, ASX:OMT), digital stakeholder engagement leader is pleased to announce the entering of a strategic alliance with Boardroom.Media.

Boardroom.Media is a leading digital multimedia production company, specialising in audio and video production and webcasting services for listed companies, asset managers and professional services firms. Boardroom.Media currently provides services and solutions to over 600 ASX listed companies.

The agreement incorporates content sharing, data analytics as well as revenue sharing from customer referral opportunities. Among other things, content created by Boardroom.Media will be distributed on the Omni Pro App, significantly enhancing end-user experience. OMT and Boardroom.Media will further work to capitalise on the existing and growing technological capabilities possessed by both parties, including the provision of live-streamed investor relations content through Omni Pro.

OMT's Managing Director, Megan Boston, commented that this was another strategic opportunity for OMT to work with a leading provider and distributor of digital shareholder engagement products. "We are pleased that investors using the Omni Pro App will have access to a broad range of relevant capital markets content thanks to this alliance with Boardroom.Media. Our products and our sales capability will also be further enhanced through partnering with a company that shares our ambition to change the way a company's investor relations services might be delivered."

The Omni Pro App is targeted for release later this calendar year. OMT has recently announced a strategic alliance with Boardroom Registry, as well as a sales referral agreement with Euroinvestor.com.

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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.