



# DataDot Technology Limited - Disclaimer

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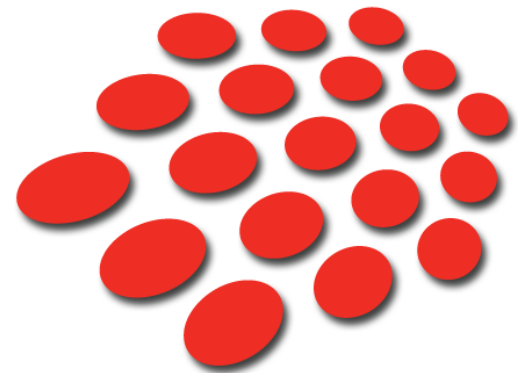
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# 1.1 Corporate Data

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- Leading anti counterfeiting and authentication company
- Australian Stock Exchange listed in 2005 (ASX:DDT)
- Market capitalisation: \$12 million (at 2.5¢ per share)
- Issued Capital: 486 million shares
- Available Cash: \$900,000 (as at 30 June 2013)

- **Major Shareholders:**
  - Bannaby Investments 5.98%
  - TM Consulting 5.36%
  - Katrat Investments (Rathie) 5.12%
  - Collin Hwang 4.88%
  - Thorney Investments 4.85%
  - CSIRO 2.83%
- **Directors:**
  - Bruce Rathie (Exec. Chairman)
  - Gary Flowers
  - Alison Coutts

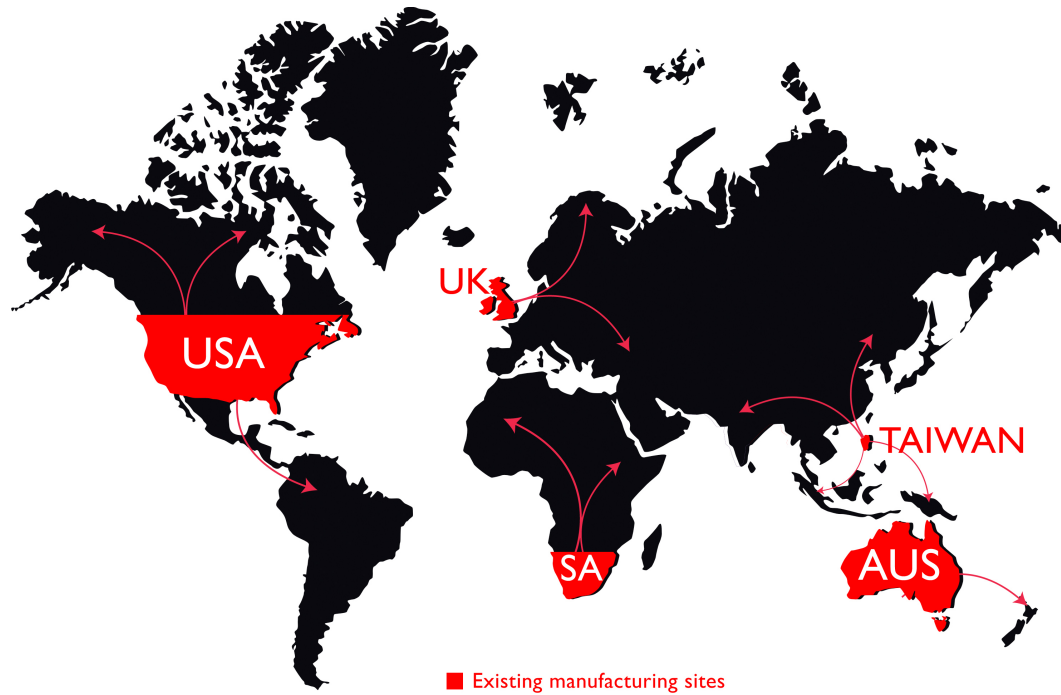


Jan 2012 to Sep 2013

## 1.2 Global Network

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Distributors and Subsidiaries in more than 20 countries, with manufacturing in five countries



# 1.3 Core Technologies

## DataDotDNA®

Tiny polymer or metal discs with unique identifying codes, can be brushed or sprayed onto assets.

DataDotDNA can be read with a simple magnifying device and has the primary objective of deterring and preventing theft. The asset and its owner can be identified via a specific purpose database, accessible by law enforcement.

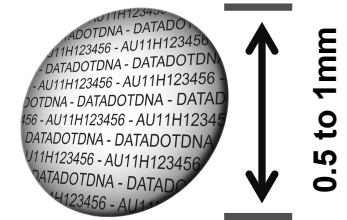
## DataTraceDNA®

Forensic Tracers bond to the molecular structure of the host material, detectable in very small concentrations by a sophisticated smart reader developed by CSIRO and DataDot. The Tracers withstand explosions, fire and heat.

DataTraceDNA delivers authentication and detection management for the life of the product.

This technology was developed and patented by the CSIRO. DataDot now owns the technology and patents outright.

## DataDotDNA®



## DataTraceDNA®

Forensic Marking Systems



# 1.4 Key Automotive Clients

## DataDot Technology OEM Customers - International



# 1.5 Key Industrial Clients

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## USA



## Heavy Equipment



McArthur River Mining



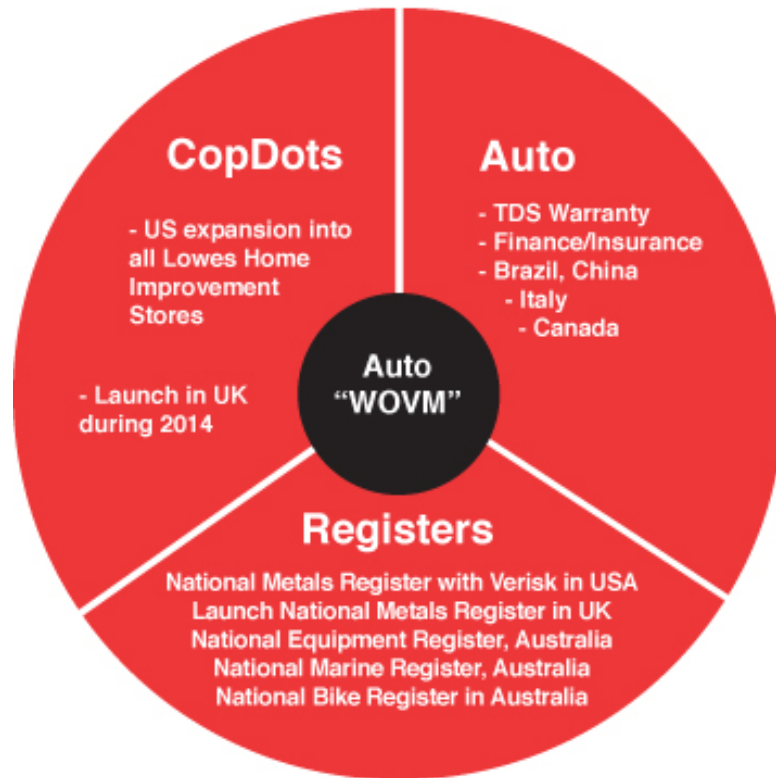
Vermeer





# 2.0 Diversification & Growth Strategy

## DataDotDNA



## DataTraceDNA



# 2.1 Diversification & Growth Strategy

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## *Regional Strategy for DataDotDNA*

### Australia

- Add insurance and finance to the dot offering for auto sector.
- Push into industrial space with National Equipment Register + National Marine Register.
- Add Theft Deterrent System (warranty) where appropriate.
- Service existing customers (eg Club Marine, Subaru).
- Build relationships with insurers and law enforcement.

### Other

- Develop Brazil as a major market.
- Further develop China and Asia

### UK / Europe

- Add to distribution network with geographic expansion.
- Introduce National Metals Register, National Equipment Register + CopDots where and when appropriate.
- Italian market recovering.

### USA

- Expand into Canada.
- Aggressively push CopDots through Lowes + other channels (50%JV).
- Aggressively market National Metals Register with Verisk (50%JV).

## 2.2 Diversification & Growth Strategy

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### *Global Strategy for DataTraceDNA*

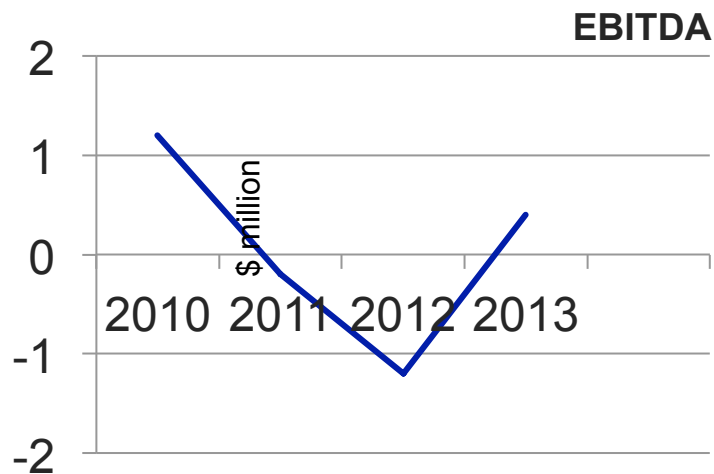
- Build on existing client base in pharmaceuticals, industrial bearings, casino chips, cables etc.
- Pursue global branded companies.
- Auto spare parts a major opportunity.
- Exploit major opportunity in Australian wine industry exports.
- Second factory of a major Chinese wine and alcohol company now applying DataTraceDNA to bottles.
- Continue Research and Development.



## 3.0 Financial Performance

AUD\$m

Year	2010	2011	2012	2013
Revenue	10.0	7.4	7.1	7.0
EBITDA	1.2	(0.19)	(1.2)	0.37
NPAT	0.93	(0.58)	(1.65)	(0.17)

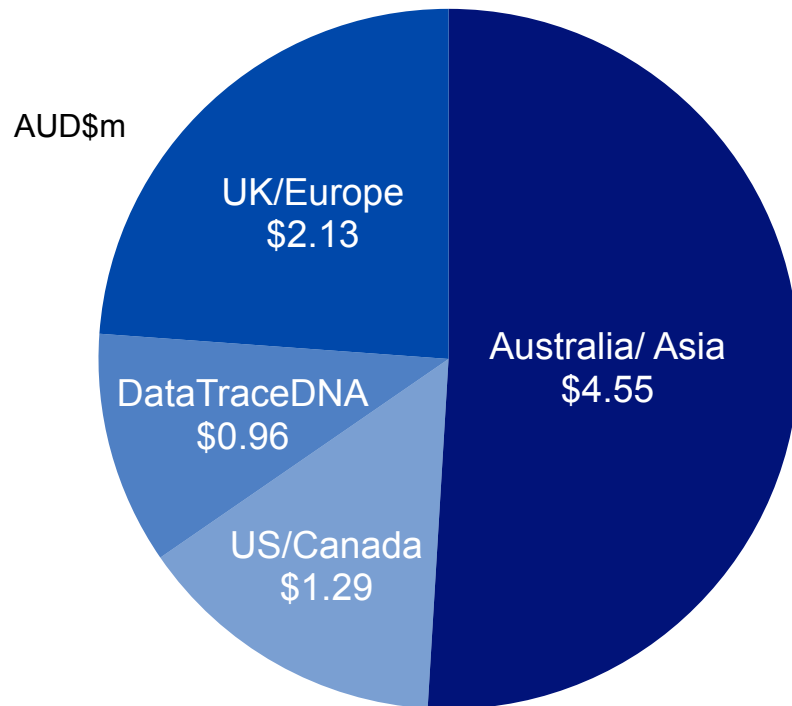


- 2010, 2011 and 2012 severely impacted by GFC and effect on auto sector.
- Major turn around in 2013 through cost reduction and restructuring.

## 3.0 Financial Performance continued

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### 2013 Revenue Segments\*



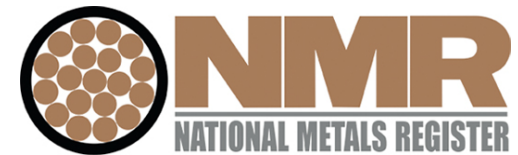
\*before eliminations

- Australian revenue impacted by the loss of some volume and margin, while EBITDA was materially improved through cost reduction.
- USA/Canada enjoyed stronger revenue but incurred additional cost with new product initiatives in 2013, impacting earnings.
- UK/Europe had a much stronger year due to recovery in the European auto sector, particularly in Italy.

# 4.0 Investment Summary

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- 2013 was a year of restructuring, cost reduction and strategic refocus.
- Italian and European economies are recovering. DataDot Italia expected to see material improvement in 2014.
- Investments made in growth opportunities for 2014.
- With nearly 50% of revenue coming from US and UK, earnings are leveraged to reductions in the value of the AUD.
- Multiple “shots on goal” for material revenue growth in 2014:
  - Recovery in auto sector.
  - DataTraceDNA has a strong pipeline.
  - Australian spare parts and wine export particularly attractive.
  - CopDots in the USA.
  - National Metals Register in USA.
  - Other registers being well received in the Australian market.



# 5.0 Appendix

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- 5.1 Global Genuine Parts Security Program
- 5.2 CopDots
- 5.3 National Metals Register
- 5.4 National Equipment Register
- 5.4 National Marine Register
- 5.5 National Bike Register

# 5.1 Global Genuine Parts Security Program

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The purpose of the DataDot Technology Genuine Parts Security Programme is to protect the integrity of the OEM Brands and legitimise authentic parts in response to damaging activities of:

- Counterfeit Manufacturers
- Third Shift Operations
- Parallel Imports

The outcomes targeted by the programme :

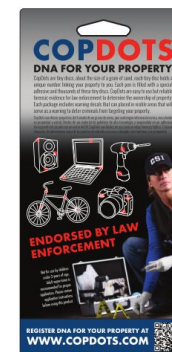
- Ensuring OEM customer safety/corporate integrity
- Mitigating risk of liabilities for failed false parts
- Minimising warranty obligations against false parts
- Creating imperatives for authentic parts for insurers and repairers
- Increased sales for legitimate OEM parts





# 5.2 CopDots

- Launched in May 2013 by Sherriff Doug Muldoon, President of FBINAA.
- Retailed in 300 expanding to 1780 Lowes Home Improvement Stores by mid 2014.
- Strategy of 'partnership' with key retailers and law enforcement agencies.
- Manufactured in US production site.
- Joint venture (50/50) with DataDot Dealer Services LLC.



## 5.3 National Metals Register

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- In partnership with NASDAQ listed Verisk Analytics Inc.
- Developed in consultation with the FBI, NMR is aimed at combating theft of copper and other metals from commercial and industrial facilities.
- Combines the unique asset marking properties of DataDotDNA and Verisk Analytics's digital law enforcement network to enable instant, in-field forensic investigation (the register).
- Theft of copper in North America is a cost to public safety, corporate productivity and profitability.
- Direct losses are substantial - insurance claims to replace stolen air conditioning units alone exceeded US\$1 billion in 2010 - and productivity losses resulting from copper theft are estimated to exceed US\$10 billion per annum.
- Joint venture (50/50) with DataDot Dealer Services LLC.



# 5.4 National Registers



- Built on a shared platform for simple, global law enforcement access
- Insurance agencies actively support the Registers because: policy holders who participate in theft prevention programs are usually a better risk; a theft alert enhances the likelihood of recovering the asset, the risk of fraudulent claims is diminished, investigators are motivated.