



DataDot Technology Limited

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Securities Exchange Announcement

6 May 2015

Vietnam Institute of Anti-Counterfeiting Technology

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce the appointment of the Vietnam Institute of Anti-Counterfeiting Technology as agent for DataDot DNA and DataTraceDNA products in Vietnam.

The Vietnam Institute of Anti-Counterfeiting Technology is the scientific and technological research arm of the Association of Anti-Counterfeiting and Brand Protection Vietnam. The Association, comprising approximately 180 business enterprises, is policy adviser to the Government for the prevention and detection of counterfeiting and piracy. It operates in close collaboration with the Institute of Criminal Science and law enforcement agencies.

The Agreement between the Institute and DDT follows a detailed investigation of DataDotDNA asset identification and DataTraceDNA authentication technologies by the Institute as well as DataDot's participation in two anti-counterfeiting workshops in Hanoi comprising both Institute and business community representatives.

Dr Nguyen Van Thai, Director of the Institute, welcomed the Institute's collaboration with DDT. "Product and document counterfeiting in Vietnam is a serious problem that has severely affected economic activity, disrupting the market and defrauding consumers. The Government has given a very high priority to stamping out smuggling, commercial fraud and counterfeiting by forming a dedicated National Steering Committee under the Chairmanship of Deputy Prime Minister Nguyen Xuan Phuc. Under this policy the Institute of Anti-Counterfeiting Technology provides both Government and business with the best scientific and technological advice to achieve the Government's objective. Under the agreement, DataDotDNA and DataTraceDNA will be important weapons in our armoury."

Mr Bruce Rathie, Executive Chairman of DDT, said that the agreement with the Institute further extends DDT's reach into the Asian arena and is a significant endorsement of our technologies.

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