



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

14 April 2014

Appointment of US CEO, COO and Group CFO

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce the appointment of Mr Jim McCallum as CEO and Ms Laura Whetstone as COO of DataDot Technology USA Inc. and Mr Patrick Raper as Group CFO.

Mr McCallum will be responsible for product manufacture, distribution and sales across auto, retail and industrial channels in both the US and Canada. This includes the CopDots pen marker and National Metals Register, which are marketed by wholly-owned subsidiary DataDot Security Solutions Inc., and sales into Canada in partnership with RSR Solutions Inc.

Mr McCallum brings over 20 years of leadership and executive management experience spanning the technology, enterprise and digital media industries. He has led growth and continuous improvement across a broad range of disciplines including corporate strategy, operations, business development, sales and product marketing.

Prior to joining DataDot Technology Mr McCallum served as Vice-President of Business Development at Ericsson, a global leader in cellular networks and digital solutions. He previously served as SVP General Manager of North America and EMEA for Visionbytes, an international web and mobile video technology company, and has held management positions at VeriSign, Pathfire and Cox Enterprise. He is a science graduate of Susquehanna University and a member of the Atlanta Technology Development Center.

Ms Whetstone will be responsible for managing all operational aspects of the company in the USA and Canada. She has been a senior manager with DataDot for 7 years and in that time has developed a thorough knowledge of all manufacturing, production, distribution, sales and HR operations. Prior to joining DataDot, Ms Whetstone held staff accounting positions for several companies. She is a graduate in accounting and finance from Western State University, holds a master's degree in business management from California University, and will shortly complete a PhD in human services from Capella University.

Mr Raper brings over 20 years of experience as Chief Financial Officer and Company Secretary establishing and managing all aspects of commercial administration including financial planning, management and reporting; ASIC, ASX and tax compliance; and corporate governance.

In similar roles for Citibank, Thomas Cook Travel and Financial Services, Touraust, Multiplex Capital Investment Management, CMA Corporation, Ecosave and Hawkesbridge Private Equity, Mr Raper has led mergers and acquisitions, broker and investor liaison, due diligence and transaction finalisation, capital management including debt and equity



financing, and managed the start-up listing on the ASX of the multinational companies CMA and Ecosave. He holds accounting qualifications from The University of Technology, Sydney and is a Fellow of the Australian Institute of Company Directors and Fellow of the Australian Society of Certified Practising Accountants.

Contact Information:

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