



Fact Sheet

Corporate HQ:	9/19 Rodborough Road Frenchs Forest, NSW 2086, Australia	Fiscal Year End:	June 30 th
Phone (USA):	+1-800-546-4454	Recent Stock Price (Jan 22, 2016):	A\$0.022
Phone (Australia):	+61 2 8977 4900	Shares Outstanding:	753M
Website:	http://www.datadotdna.com	Market Cap:	A\$16.66M
		52 Week High - Low	A\$0.01 - \$0.04

About DataDot Technology Inc.

DataDot Technology Ltd (ASX:DDT) is an Australian based company that manufactures and distributes asset identification, protection, and authentication solutions primarily in Asia Pacific, the Americas, and Europe. The Company generates revenues from its products including DataDotDNA, a security identification system that uses DataDots (microdots) to protect property from theft; and DataTrace SPECTRO, a covert security technology for use in authentication of government identity documents, currency, pharmaceutical, food packaging and much more. DDT sells its products to governments, insurance agencies, and blue-chip industrial and automotive customers through its distributors, resellers and directly to the end-user.

TECHNOLOGY

DataDotDNA – Security Identification/Anti-Theft Technology:

DataDotDNA is a security identification system that utilizes DataDots or microdots to protect property from theft. The microdots are tiny microscopic discs containing a code unique to the property or owner. As small as a grain of sand, this technology is recognized as one of the most effective ways to counter theft and play a crucial role in identification and recovery of stolen goods. The unique code that is etched on the microdot is stored in the DataDot's worldwide verification database called DataBaseDNA to which end users and federal agencies are connected.

DataDotDNA Customer Success:

- European Automotive client: >60% theft reduction
- Large US Telecommunications company: >90% theft reduction
- Large US Utility company: >90% theft reduction

DataDot Microdot Market Share:

- South Africa: >70%
- Taiwan: >50%

DataTrace SPECTRO – Covert Security/Anti-Counterfeiting Technology:

DataTrace SPECTRO is a CSIRO (Australian Government R&D agency) developed and patented technology which can bond with the molecular structure of an asset. The technology differentiates from other covert taggant technologies by its superior detection technology that allows not only higher security, but a lower marking cost per unit. Furthermore, the technology does not require laboratory analysis, withstands high temperatures and the level of security can be customized based on customer requirements. DataTrace SPECTRO can be used in a large number of sectors including gaming, pharmaceuticals, food and beverage, tobacco and consumer products globally.

MARKETS

Theft in the US Annually (DataDotDNA Market)*

- Automotive: US\$6.5 Billion
- Cargo / Transportation: US\$15 Billion
- Industrial Assets (Copper, Physical Assets): US\$10 Billion

Counterfeit (DataTrace SPECTRO Market)**

- Global: US\$650 Billion Annually
- United States: US\$200 Billion Annually

* Sources: NICB, DOE

** Source Havoscope, Llc 2015

CLIENTS & PARTNERS (Partial List)

DataDot has clients and partners in various industries around the world that consist of value-added resellers, distributors, and directly to the end users. In the auto industry in South Africa and Taiwan, legislation mandates the application of microdots and, in the case of Taiwan, labels on all cars sold in those markets. DataDotDNA has a very strong position in those markets.



Working with the following clients/potential clients:

- Largest casino chips manufacturer in Asia
- 2nd largest alcohol company in China
- Top 5 global pharmaceutical company
- US government departments using/trialing product
- Global US-based consumer food company adopting product
- Global yarn and thread supplier
- Large Australian food exporter

FINANCIAL PERFORMANCE (A\$M)

Year	2013	2014	2015
Revenue	7.0	7.2	7.0
EBITDA	0.30	(0.84)	(0.28)
NPAT	(0.22)	(1.29)	(0.87)*

**Taiwan was converted to a Royalty revenue stream from 1 January 2014*

- H1 FY2016 financials are expected to be announced by the end of February
- Improvement in profitability (EBITDA) for FY2015 based on cost reduction and efficiency gains
- Strong cash position – over A\$3.3 million cash in bank at 8 January 2016
- Capital requirements limited to continuing Research and Development
- Per the Company's Business Update on the FY up to October 31, 2015 (4-months):
 - Revenue up 11.2% on the prior corresponding period
 - Sales opportunity pipelines for industrial theft deterrent and authentication products have grown by more than 400% over the last 12 months
- Now investing in growth in US and other regions which will have a consequential impact on EBITDA and NPAT in 2016

RECENT NEWS

- 22 Jan 2016:** DataDot announces strategic partnership with PadJack, a provider of security solutions for physical protection of computer ports and cables
- 20 Nov 2015:** DataDot announces a Business Update on the FY up to October 31, 2015 (4-months)
- 27 Aug 2015:** DataDot announced it expanded its product offering for its DataTraceID technology
- 26 Aug 2015:** DataDot appointed Temogen Hield as new CEO while Jim McCallum is appointed as CEO of DataDot USA
- 25 Aug 2015:** DataDot announced its DataTraceID technology is to be used to authenticate export food and wine
- 13 May 2015:** DataDot announced RB Milestone Group released an initial research report on the Company
- 6 May 2015:** DataDot appointed the Vietnam Institute of Anti-Counterfeiting Technology as an Agent for its technologies
- 17 Mar 2015:** DataDot's technology assisted Harley Davidson recover stolen motorcycles during Bike-Week
- 19 Jan 2015:** DataDot appointed a distributor for its DataDotDNA and DataTraceID products in South Korea