

DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

27 August 2015

DataTrace Expands Product Offering

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that its anti-counterfeiting subsidiary company DataTrace DNA Pty Limited is responding to growing and changing opportunities in its market by adding products and capabilities it offers to its customers.

To reflect these additional offerings, DataTraceDNA Pty Ltd is to be renamed DataTraceID Pty Ltd and its technology platforms will be offered under the following brands:

- DataTrace SPECTRO: Covert Taggant Systems (formerly known as DataTraceDNA)
- DataTrace RFIT: Radio Frequency Integrated Technologies
- DataTrace DNA: Synthetic DNA Barcodes
- DataTrace DOT: Non-Serialised Provenance Dots
- DataTrace CONSUMER: Complementary Overt Security Features
- DataTrace CONSULT: Brand Protection Consultancy Services

DataTrace DNA Pty Ltd was formed as a JV between the Commonwealth Scientific and Industrial Research Organisation (CSIRO) and DDT in 2005 to commercialise a jointly developed covert taggant technology known as DataTraceDNA. In November 2010, DataTrace DNA Pty Ltd became a wholly-owned subsidiary of DDT.

Since then, the market has changed and so has the company. From being a supplier of a single technology, the company has become a leading supplier of multi-layered authentication and brand protection solutions offering multiple technology platforms.

The company's webpages are at www.datatraceid.com.

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