



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

10 April 2014

Appointment of Distributor in France

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce the appointment of DataDot Italia S.r.l. as distributor of all DataDotDNA and DataTraceDNA products in France.

DataDot Italia S.r.l. is an established and successful DataDot business partner. As the company's Italian distributor since 2007, it has supplied DataDotDNA to more than 600,000 Fiat passenger vehicles and contributed to a significant reduction in the theft rate of marked Fiat vehicles. The most recent official statistics as at 2012 show that the theft rate of cars marked with DataDotDNA is only 0.94 per thousand, which compares with the Italian national average of 3.1 per thousand for all registered cars.

In France, as in Italy, auto theft is higher than in Europe generally. DataDot Italia has teamed with French auto and insurance industry representatives and former senior public sector officers to adapt its successful Italian business model to the French market, offering French motorists the theft protection benefits of DataDotDNA in conjunction with concessional auto insurance, delivered across a broad base of auto dealerships.

DataDot Italia has also teamed with a leading French anti-counterfeit expert to promote sales of DataTraceDNA to the French product and brand authentication market.

Mr Bruce Rathie, Executive Chairman of DDT, said that extending DataDot Italia's successful franchise to France represents a major advance in DDT's European sales projections for both its DataDotDNA and DataTraceDNA product lines.

Contact Information:

DataDot Technology Limited

Bruce Rathie, Executive Chairman

Phone: 02 - 89774900

e-mail: brathie@datadotdna.com

web site: www.datadotdna.com