



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

9 October 2013

Brazil Distribution Agreement

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that the company has granted exclusive distribution rights to the Brazilian auto market to its successful Italian distributor, DataDot Italia S.r.l.

Since mid-2009 DataDot Italia has supplied more than 540,000 DataDotDNA auto kits, especially to owners of new FIAT passenger vehicles in Italy. In return for fitting DataDotDNA to their cars, owners have received concessional auto insurance premiums from a major insurer in a car financing program called "SavaDNA by DataDot Technology" that has brought the theft rate of FIAT cars fitted with DataDotDNA to less than one-third the average rate of the unmarked Italian auto fleet.

In partnership with Brazilian interests, DataDot Italia now plans to roll-out in Brazil a DataDotDNA concessional auto insurance sales program and apply DataDotDNA to auto parts.

Brazil is the seventh largest auto manufacturing nation, producing 3.8 million vehicles annually, and the fifth largest auto market by sales, which are now at 3.9 million annually. FIAT is the market leader in Brazil with 22% of new car sales.

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