



# DataDot Technology Limited

ABN 54 091 908 726

## Securities Exchange Announcement

31 July 2014

### DataTraceDNA – China Update

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to report progress being made by the company's China distributor, DataDot Technology (Asia) Pte Limited (DataDot Asia), in marketing DataTraceDNA in China.

DataTraceDNA is the DDT security solution applied by customers to their products to validate product authenticity and protect product brands against counterfeiting, third-shift manufacturing, grey imports and fraudulent warranty claims. It is customised to suit each individual client's own product and manufacturing process.

DDT respects the policy of its DataTraceDNA customers not to disclose publicly that they use this covert security agent to protect the integrity of their brands.

#### Alcoholic Spirits

Following a trial extending over 12 months, one of China's largest manufacturers of alcoholic spirits will apply DataTraceDNA to its bottled product. The company has altered its production process to incorporate DataTraceDNA in up to 1 million bottles per week.

#### Tobacco

Following an extended trial, a leading tobacco packaging company will incorporate DataTraceDNA in the packaging it supplies to its customers' tobacco products. Application will commence with a single tobacco brand and will likely be extended across other brands over time.

#### Branded Consumer Product

Following an extended trial, a manufacturer of a high volume consumer product made for prominent Western brands will incorporate DataTraceDNA into its production process. Production application is planned to commence in the current quarter.

#### Auto Parts Marking

DataDot Asia and DataTraceDNA Pty Limited are now establishing trials with parts and component suppliers to China's auto manufacturing industry.

Mr Bruce Rathie, Executive Chairman of DDT, said, "The progress now being achieved in supplying product authentication solutions in China is very pleasing. Business development



in product authentication is unavoidably protracted, due to the need to customise solutions, but once established in customers' production processes is likely to form the basis of long-lasting customer relationships and generate regular revenue streams. Considering the size of the Chinese market and the extent to which illegal product substitution is a serious issue in China, the market potential to build on these sales of DataTraceDNA in China is immense."

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