

## ASX Announcement

# HAMMACHER SCHLEMMER PURCHASE ORDER FOR ROVA

### Highlights

- IOT has received a Purchase order from Hammacher Schlemmer;
- Hammacher Schlemmer will sell the ROVA selfie drone via its catalogue and New York City store;
- Rova to be featured on June 2017 catalogue sent to US homes; and
- Hammacher Schlemmer has a 167 year history in retail and delivers over 50 million catalogues per year. Its motto is “The Best, the Only and the Unexpected.”

### Hammacher Schlemmer Agreement

**Sydney, 19<sup>th</sup> April 2017**, IoT Group Limited (ASX: IOT) (“IoT Group” or “the Company”) subsidiary IOT Group US LLC has signed an agreement with one of the world’s most prominent specialty retailers, Hammacher Schlemmer & Co, Inc (“Hammacher”) to sell the Company’s ROVA selfie drone product.

The Rova will be the sole cover product for the Hammacher catalogue dated June 2017, which features products for the key Father’s Day ( Fathers Day in the US is Sunday - June 18<sup>th</sup> ) sales period. Hammacher delivers over 50 million catalogues each year.

The Rova will also be featured in the landmark Hammacher store on 57th Street in New York.

Hammacher Schlemmer sales of the ROVA selfie drone are expected to begin in June 2017.

### Commentary

Executive Director of IOT Group, Mr. Ian Duffell commented:

*“The decision by Hammacher Schlemmer not only to sell the IOT ROVA but also to feature it on the cover of a key holiday catalog is further evidence of the enthusiastic response the Rova is receiving from North American retailers.*

*IOT believes that the Rova is consistent with Hammacher Schlemmer’s motto of “The Best, the Only and the Unexpected.”*

*The Hammacher Schlemmer agreement builds upon the sales agreements already in place with Amazon, B&H Photo, Synnex / Best Buy Canada.”*

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America's Longest Running Catalog

# Hammacher Schlemmer

Offering the Best, the Only and the Unexpected for 167 years.



**ROVA**  
FLYING SELFIES  
See the bigger picture

[hammacher.com](http://hammacher.com)

**About IOT Group Limited**

[www.theiotgroup.com](http://www.theiotgroup.com)



*(Internet of Things)*

*IoT Group has tapped into global niche markets by adapting and enhancing existing trend products and making them more affordable, useful and innovative for consumers in particular, the IOT Group is designing and developing a range of drones that looks to create a complete new category in the retail drones space.*

**Company Information**

IoT Group Limited (ABN 66 140 475 921)  
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Scott Brown	Non-executive Chairman
Tod McGrouther	Non-executive Director
Ian Duffell	Executive Director
Ron Hollands	Company Secretary

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**Forward Looking Statements**

All statements other than statements of historical fact including, without limitation, statements regarding projections, future plans and objectives of IOT Group, are forward-looking statements. When used in this announcement, forward-looking statements can be identified by words such as ‘anticipate’, “believe”, “could”, “estimate”, “expect”, “future”, “intend”, “may”, “opportunity”, “plan”, “in principle”, “potential”, “project”, “seek”, “will” and other similar words that involve risks and uncertainties.

These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that are expected to take place.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management of IOT Group that could cause IOT Group’s actual results to differ materially from the results expressed or anticipated in these statements.

The Company cannot and does not give any assurance that the results, performance or achievements expressed or implied by these forward-looking statements will actually occur and investors are cautioned not to place any reliance on these forward-looking statements.

IOT Group does not undertake to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained above, except where required by applicable law and securities exchange listing requirements.