

01/05/2017  
Manager of Company Announcements  
ASX Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

### **DICKER DATA APPOINTED AS DISTRIBUTOR FOR BENQ**

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as a distributor of BenQ for the Australian market. Dicker Data's agreement with BenQ is effective Wednesday, 3<sup>rd</sup> May 2017.

David Dicker, Chairman and CEO, Dicker Data Limited, said "We're pleased to be partnering with BenQ to bring their LCD Monitor product range to our reseller partners. We see a strong opportunity to take the BenQ products into vertical markets such as medical and creative professionals."

"BenQ Australia's line-up of LCD monitors has evolved to host a range of new vertical products that has enabled us to enter the professional arena," says Martin Moelle, Managing Director at BenQ Australia. "These products require key specialised channels and in-depth product management to market and sell. In particular, our range of colour management products is seeing growth and can be enhanced through our partnership with Dicker Data. Partnering with Dicker Data will allow us to deepen our channel access and will also complement their channel activities."

For and on behalf of the Board,



David Dicker  
Chairman & CEO

#### **About Dicker Data Limited**

Dicker Data Limited was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The Company is Australia's largest and longest established Australian owned distributor of information technology products. Its vendors include Hewlett-Packard, Cisco, Microsoft, Lenovo, Symantec, RSA, Toshiba, Samsung, ASUS and other major brands. The Company's clients include over 5,000 value added resellers. For more information, [click here](#).