

ASX Announcement

Friday 1st December 2017

Business Update

The IOT Group Limited (ASX: IOT) ("IOT Group" or "the Company") is pleased to advise that the AirSelfie and ROVA Stock has sold out at our major US retailers in the past week. IOT also have a back-log of orders to fill as online retailers have sold through their inventory.

Our PR and marketing campaigns are delivering results with the AirSelfie being featured in the (USA) ESPN December magazine and ESPN online Christmas Gift guide (www.espn.com), the USA Forbes.com website for Christmas Gifts (www.forbes.com), the Huffington Post (www.huffingtonpost.com) online Christmas Gift guide and the buzzfeed.com (www.buzzfeed.com) website Christmas Gift guide. All can be reviewed on the IOT Facebook Page: (www.facebook.com/TheIoTGroup)

The AirSelfie will also feature in a special TV segment on the USA - KCAL9-CBS in Los Angeles. On 9th December a product placement has also been secured in the Marvel show "**Iron Fist**" which is starting filming "Season 2" and will be aired in February to April 2018 on Netflix.

IOT commenced a Digital marketing campaign through Amazon, Google and Facebook on 15th November to promote the ROVA and AirSelfie online. This Digital marketing campaign has seen significant growth in retailer website traffic and product demand has exceeded supply. Orders are continuing to be received daily and we have been happy with the re-order programs.

IOT also wish to advise Shareholders that it has withdrawn from completing the AirSelfie Holdings transaction. At this stage, due to the increased sales demand for the AirSelfie globally, both Parties wish to concentrate on the success of the distribution of AirSelfie.

Commentary

Executive Director of IOT Group, Mr. Sean Neylon comments:

"Purchase Orders and re-orders are being received from all over the World and we are solely focused on building our Sales and Distribution network with our Global Partners. Q4 will be our best Sales Quarter for 2017. We are focused on building Sales revenue thus increasing Shareholder value. This will build a solid platform globally for 2018. We continue to grow our business internationally.

It's been a long journey, though we have turned the corner and we are seeing good sales growth from all distribution channels.

Our efforts into planning and distribution growth are now paying dividends as we build a solid platform for strong sales over the next ten years."

About IOT Group Limited



Website: www.theiotgroup.com

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 new category in the retail drones space.

Company Information

IoT Group Limited (ABN 66 140 475 921)
Level 9, 100 William Street
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Sean Neylon	Executive Director
John Forder	Non-Executive Director
Steven Kayalicos	Non-Executive Director
Ron Hollands	Company Secretary

Investor Enquiries: investors@theiotgroup.com

All references to IOT Group includes its subsidiaries.

Forward Looking Statements

All statements other than statements of historical fact including, without limitation, statements regarding projections, 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.