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Manager of Company Announcements

ASX Limited, Exchange Centre, 20 Bridge St, Sydney NSW 2000

## **DDR Appointed as VMware Distributor**

DICKER DATA GRANTED DISTRIBUTION ACCESS TO THE ENTIRE VMWARE PORTFOLIO IN AUSTRALIA

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce the company's appointment as the newest Australian distributor for industry-leading cloud, networking, digital workspace and security vendor, VMware (NYSE: VMW). The appointment was announced following a 16-month global tender process whereby the vendor reviewed distributor operations and capabilities to align their supply chain with local expertise and specific market requirements, in line with their business objectives.

David Dicker, Chairman and Chief Executive Officer, Dicker Data Limited said, "I am pleased to announce our distribution agreement with VMware. This partnership will be a significant source of growth for our company in FY21 and unlocks not only the direct VMware business, but an entire ecosystem of solutions through the large number of VMware's strategic and technology alliance vendors we already work with. It's exceptionally gratifying to see all the hard work our people put into this project rewarded with us beating out all our competitors to what is a pivotal vendor alliance. I look forward to reporting the positive impacts of our new partnership with VMware throughout FY21," Dicker added.

Dicker Data will join as one of only two authorised distributors in the Australian market from approximately March 2021.

Vlad Mitnovetski, Executive Director and Chief Operating Officer, Dicker Data Limited said, "The opportunity ahead of us with VMware cannot be understated. We believe VMware will rise to be one of our top vendors within a few short years of joining our business. Access to the VMware portfolio cements Dicker Data's position as the leading corporate and commercial distributor in the APAC region. The partnership will enable Dicker Data to offer a range of market leading technology products and solutions and builds confidence in our business amongst the wider market as we now represent all major tier-one technology brands and hold strong majority market share across our portfolio."

Dicker Data is unable to quantify the revenue impact the new distribution partnership with VMware will have at this stage, however Mitnovetski stated, "This partnership will become one of the company's most strategic and significant with access to VMware's market-leading technology, extensive list of acquisitions and their strong market presence in the Australian market."



David Dicker  
Chairman & CEO



# DICKER

D A T A

## About Dicker Data

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software, and cloud distributor with over 41 years of experience. Our sales and [presales](#) teams are experienced product specialists who are dedicated to helping you tailor solutions to suit your client's needs.

As a distributor, we sell exclusively to our valued partner base of over 5,500 resellers. We pride ourselves on developing strong long-term relationships with our customers, and [helping them grow](#). This customer-first approach means we are proactive in engaging with our resellers and allows us to dynamically shift with changing market conditions, in turn helping to [increase profitability](#).

Dicker Data distributes a [wide portfolio of products](#) from the world's leading technology vendors, including [Cisco](#), [Citrix](#), [Dell Technologies](#), [Hewlett Packard Enterprise](#), [HP](#), [Lenovo](#), [Microsoft](#), and other Tier 1 global brands. As the leading Australian distributor for many of these vendors, Dicker Data is dedicated to helping our partners deliver industry-leading solutions built on the world's best technologies. <https://www.dickerdata.com.au/>

## About VMware

VMware software powers the world's complex digital infrastructure. The company's cloud, networking and security, and digital workspace offerings provide a dynamic and efficient digital foundation to customers globally, aided by an extensive ecosystem of partners. Headquartered in Palo Alto, California, VMware is committed to being a force for good, from its breakthrough innovations to its global impact. For more information, please visit <https://www.vmware.com/company.html>

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