



Zimi Ltd
14 Millennium Circuit
Helensvale QLD 4212
www.zimi.life

Registered Address
Bellatrix Corporate Pty Ltd
2A/300 Fitzgerald Street
North Perth WA 6006

Registered Postal Address
PO Box 7351 Karwara
WA 6152

Trading Update - first revenue from 30,000 device orders

ASX RELEASE

1 July 2021

Zimi Ltd (ASX:ZMM) ("Zimi", the "Company") is delighted to provide this trading update to the market in relation to the delivery of 30,000 devices to GSM-Electrical ("Trader"), Beacon Lighting Group ("Beacon Lighting", ASX:BLX) and Steel Line Garage Doors ("Steel-Line") (collectively "the purchase orders") representing revenues of over \$1.7m.

The Company has received deposits of just over \$400,000 for the purchase orders and has brought forward its component purchases to ensure supply. There will be minimal revenue recognised in the quarter to June and it is expected that the majority of the revenue will be recognised in the first and second quarters of the new financial year in line with the delivery of the devices. Furthermore, the Steel-Line order is expected to be delivered in the third quarter.

In terms of marketing, the Company has agreed to a co-marketing campaign ("the Campaign") with Beacon Lighting worth \$100,000 in total. The Campaign involves equal investment from Beacon Lighting and the Company and will include the creation of specific content around the renovation show, social media and influencer marketing, as well as in-store promotion and events. The Campaign is scheduled to run until July 2022. A Powermesh Installer's Group has been launched which provides monthly coaching and feedback to the electricians who are focused on installing the devices.

This release has been approved by the board.

- End -

Further information:

Brett Savill

E: brett@zimi.life | P: +61 433 932 020

About Zimi

Zimi (formerly Quantify Technology) specialises in connecting everyday electrical products to the internet and each other to create smarter living and working spaces.