



Zimi Limited
14 Millennium Circuit
Helensvale QLD 4212 Australia

ASX: ZMM
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Registered Office Address
Level 1, 2A/300 Fitzgerald Street
North Perth WA 6006 Australia

ASX RELEASE – 14 November, 2023

Zimi appoints 'Lighting Illusions' as distribution partner

Zimi Limited (ASX:ZMM) ("Zimi", or the "**Company**"), an innovative Australian IoT company specialising in smarter electrical devices, is pleased to announce its appointment of a new distributor **Lighting Illusions**, a lighting and cooling company with footprint throughout South East Queensland.

Lighting Illusions was established in 2004 and has built a strong reputation in the industry with six retail stores and a thriving commercial division. Lighting Illusions provide a wide array of lighting solutions and offer comprehensive design and installation services for those looking to embrace the benefits of a smart home or office. From the initial design concept to the final installation and setup, they are committed to creating a tailored experience for each customer.

In a strategic move to enhance the customer experience, Lighting Illusions will be stocking and outfitting their stores with Zimi's products, turning them into enhanced "experience centres". These stores will enable customers to interact with Zimi's cutting-edge technology, allowing them to fully grasp the potential and convenience of connected products. Customers will be able to experience first-hand the many features including voice control, smartphone connectivity, energy management and enhanced lifestyle experiences. With Zimi, homeowners can effortlessly transform their living spaces into connected environments, enhancing both comfort and efficiency.

Zimi's CEO, Jordan Tentori, stated, "We are proud for Lighting Illusions to become a distributor, whom shares our vision for a smarter and connected future, with the user experience at the forefront of our focus. This collaboration not only provides builders and owners with turnkey solutions for simple automation, it strengthens our position in the market".

The CEO of Lighting Illusions, Atif Shafi, has also expressed his endorsement for the distribution of the Zimi brand commenting, "We are honoured to be associated with Zimi and to offer best experience for smarter spaces in the industry today. With our showrooms set to be outfitted in the coming months, we are committed to delivering exceptional smarter experiences to everyone, from home owners through to our commercial division. We are looking forward to expanding further into this growing market."

This collaboration aims to usher in a new era of smarter spaces, providing the industry with a complete turnkey solution. With this new distributor in place, the adoption of Zimi's products in the market, will be further accelerated in 2024.

- Ends -

This release has been approved by the Board.

Further information:

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About Zimi

Zimi Limited (ASX: ZMM) is an innovative Australian technology company that creates 'the Zimi experience' by connecting everyday electrical products to the Internet and each other to create smarter living and working spaces.

Through its long-standing working relationship with the Gerard Family, which founded Clipsal under Gerard Industries, Zimi has a strong heritage in the electrical industry.

Zimi's current product range is comprised of the Powermesh and Senoa lines, which include multi-purpose switches, light dimmers, power points, fan controllers and garage door controllers. These products can be installed by any electrician and are easily controllable by end-users via Zimi's home automation app.

Zimi is targeting a multi-billion-dollar opportunity in the Australian market through multiple leading wholesale, commercial and retail/trade sales channels such as Trader, Steel-Line, Beacon Lighting and Polyaire.

In the future, Zimi plans to expand its product line to adjacent sectors while also continuing to optimise its existing product suite. The company is also pursuing opportunities for offshore expansion via partnerships with leading global manufacturers of electrical home and commercial building appliances.

To learn more, please visit: www.zimi.life