

**ASX ANNOUNCEMENT**

ASX: RBO | 22 December 2016

# Robo 3D Limited Commences Trading on the ASX

## HIGHLIGHTS

- Robo 3D Limited commences trading on the ASX today, after successfully raising maximum of A\$6.0 million
- The Company has positioned itself as an emerging player in the fast-growing desktop 3D printing industry
- Blue chip customers including large USA retailers such as Amazon, Best Buy, and Staples, with international expansion underway
- Revenue of US\$4.4 million for the year ended 30 June 2016, up 85% from the prior year
- Launch of two new 3D printer models including the award-winning “R2” model expected to accelerate growth in CY2017

Robo 3D Limited (“**Robo**” or the “**Company**”), an emerging company focused on the design and distribution of 3D printers and associated products for the desktop segment of the 3D printing industry, has commenced trading today on the Australian Securities Exchange (“**ASX**”) under the code **RBO**, after successfully raising the maximum amount of A\$6 million under its public offer.

Robo has sold almost 11,000 units of its 3D printer models in over 70 countries since delivering its first model of 3D printers in 2013. The Company has seen consistent revenue growth each year since inception, driven by strong market share in the key USA market, reaching US\$4.4 million in the twelve months ending June 2016.

The capital raising, at an issue price of A\$0.10 per share, will enable Robo to further bolster its sales team in the USA, accelerate penetration into international markets, increase marketing efforts to engage with existing and new users, and fund production of Robo’s two new 3D printer models.

Commenting on the ASX listing, Managing Director of Robo, Ryan Legudi, said: “Our 3D printers are already sold through many high profile retailers in the USA such as Amazon, Best Buy and Staples, and we will use the funds raised to accelerate our go to market strategy. Our vision is to provide affordable and seamless 3D printing solutions with excellent user experience, where users can use, share and display their own creations.”

The desktop 3D printing market is growing rapidly, with the space being a game changer for many industries such as education, design, and business. Shipments of desktop 3D printers are estimated to have almost doubled in 2016, according to Gartner, to reach 455,772 units. Gartner estimates unit volumes to increase to 6.7 million by 2020 (Source: <http://www.gartner.com/newsroom/id/3476317>).

## Company Overview

Robo, headquartered in San Diego, California, was founded in 2012 by a group of students from San Diego State University, which included Jacob Kabili and Braydon Moreno. Mr Kabili and Mr Moreno then publicly launched Robo 3D via a crowdfunding campaign on Kickstarter, an online crowdfunding platform, raising approximately US\$650,000 from investors and enabling the Company to deliver its first model of 3D printers in 2013. Robo subsequently gained significant traction in the key USA market through retail partners including Amazon, Staples and Best Buy, as well as a strong and growing online presence through the Company's consumer website.

Robo 3D generates revenue from a range of products including its 3D printers, filaments (accessories including replacement parts), software for 3D educational curriculum, and a range of project kits (such as drones) to its customers through business-to-business (B2B) channels as well as to consumers via the Company's website. There is no clear dominant brand in the desktop segment of the market where Robo 3D operates.

## Growth strategy

Robo 3D has planned a clear, staged approach to developing, evolving and commercialising its 3D printing technology over the next few years.

This week, Robo delivered to customers the first production units of its new Robo C2 Smart 3D Printer, aimed at entry-level consumers. Then in the March quarter of 2017, Robo is scheduled to deliver the first production units of its R2 Smart 3D Printer, targeted at the "prosumer" segment of the desktop market (i.e. serious home hobbyists or small to medium business applications). In conjunction with the launch of these two new models, the Company will also release a fully functional iOS app that will provide features including local printer library management. The Robo R2 Smart 3D Printer and iOS Robo app was awarded the Consumer Electronics Show's ("CES") "Innovation Award" in the 3D printing product category on 10 November 2016, while the year before the Robo R1+ printer was awarded 'fourth best product' at CES, out of 3,600+ exhibitors.

These new models are expected to be a step change for Robo, which has only supplied one model to the market previously. As a result of this launch, Robo has been running lower numbers of printer stock of the old model leading up to the launch of the new printers.

With funds from its listing, Robo will target further expansion of its sales distribution channel in the USA, expand into new overseas market, focus on growing its presence in the education market, and continue to innovate new products.

— ENDS —

## Further information

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## About Robo 3D Limited

Robo 3D Limited (ASX: RBO) is a company based in California, USA, focused on the design and distribution of 3D printers and associated products for the desktop segment of the 3D printing industry (Robo 3D).

The company was founded in 2012 by a group of students from San Diego State University and delivered its first model to customers in 2013. Since then, Robo 3D has grown into a leading brand in the desktop segment of the 3D printing industry, gaining significant traction online and through retail partners including Amazon and Best Buy.

To learn more about Robo, visit: [www.robo3D.com](http://www.robo3D.com)