



ASX ANNOUNCEMENT 28 APRIL 2017

ASX Announcement

333D PARTNERS WITH SPORTS MARKETING AGENCY TLA WORLDWIDE

333D Limited (ASX:T3D) has entered into an exclusive agreement with global talent representation and sports marketing agency, TLA Worldwide PLC (LSE:TLA). TLA will promote 333D's 3D capture and printing capabilities to its network of professional athletes, sporting legends, celebrity personalities, and brand-name sponsors in the United States and Canada. The agreement allows 333D to offer sports fans worldwide an array of on-demand 3D-printable merchandise featuring real-life images of their favourite stars.

HIGHLIGHTS

- **333D partners with one of the world's leading talent representation, event management, and sports marketing agencies**
- **New market opportunity in 3D printing multiple lines of sports memorabilia**
- **333D's 360-imaging and 3D modelling capabilities promoted to major sporting leagues, clubs, sponsors, and media outlets for on-site activations with fans at TLA managed events**

TLA's global client base includes nearly 900 players, coaches, Olympians, media personalities and sports legends. In North America alone, they represent top players from across Major League Baseball (MLB), the National Football League (NFL) and Major League Lacrosse, as well as professional golfers, tennis players, and broadcasters. Their current roster of star-talent in the U.S. and Canada features a number notable athletes including baseball greats Alcides Escobar, Justin Turner, and A.J. Pollock, NFL football players Devonta Freeman and Jameis Winston, and golfers Jim Furyk and William McGirt.

This calibre of talent attracts a significant and passionate fan-base looking to demonstrate their loyalty to their favourite teams, players, coaches, and sports legends. 333D is collaborating with TLA to provide fans on-demand access to sports merchandise featuring these heroes in specially-designed 3D printable figurines, limited edition collectibles, and exclusive memorabilia. Additionally, our unique ability to 3D print bespoke figurine keepsakes of fans posing alongside their favourite players during on-site activations will also be packaged and promoted to TLA's network of sponsors, sports clubs, and league organizations.

When it comes to producing one-of-a-kind sporting events that attract thousands of fans, generate significant social media buzz, and develop new global markets for sports, TLA has a seasoned track record. One of their most recent events, Rugby Weekend presented by AIG, brought 62,300 fans to Chicago's Soldier Field, was broadcast by multiple television partners across the world, and drew sponsorship from such name brands as MasterCard, Guinness, AIG, and DHL. We see 333D's ability to create 3D printable souvenirs from 360-degree images of fans meeting their favourite star players at such games and special events as a game-changer in sports marketing, completely revolutionising the way fans interact with players, teams, and sponsors.

“The opportunity for a fan to personalize a piece of sports memorabilia right down to their gameday experience meeting their favourite player is something truly special,” said Frank Pertile, 333D Managing Director. “We are excited to work with TLA to leverage our 3D technology into something so memorable for sports fans, and to provide TLA’s clients with such a unique platform for engagement.”

“TLA is constantly looking for new and creative ways to create memorable, valuable experiences with the personalities and brands we manage,” said Mike Principe, CEO, TLA Worldwide. “333D’s process for capturing images and turning them into touchable 3D objects that are hyper-personalized and available for printing or re-printing on-demand is a fantastic opportunity for our clients and, especially, their fans.”

About 333D Limited

333D Limited (ASX: 333D) has been established with a clear strategy to become Australia’s leading integrated multi-platform 3D technology company. Our goal is to make 3D technology accessible to everyone – which means creating a seamless, more intuitive process for converting ideas, designs, and real-life images into 3D printable objects. Our leading-edge approach unites the latest in next-generation digital and manufacturing technology to make 3D printing frictionless for businesses, industries, and schools. We are proud to offer Australia’s broadest range of 3D printers for sale or for on-demand contract print services, as well as exclusive access to leading 3D digital technologies that make it easy to capture, enhance, and convert real-life images into touchable 3D objects.

About TLA Worldwide

TLA Worldwide is a leading athlete representation, event management and sports marketing group quoted on AIM-LSE in London. The Group derives revenues from long-term agency relationships with many prominent U.S. and international sports stars, broadcasters and media personalities associated with major sports including the MLB, NFL, NBA, PGA tour, AFL and Olympians and Cricketers. In addition, it also provides a range of services in respect of media consultancy, sports sponsorship and event creation and ownership, including the International Champions Cup tournament in Australia. TLA Worldwide serves its clients from 10 locations worldwide including its offices in London, UK; New York, Newport Beach and California, USA; Melbourne, Perth, Adelaide and Sydney, Australia. For more information, please visit www.tlaworldwide.com.

To find out more about 333D visit: www.333D.com.au.

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