



ASX ANNOUNCEMENT 5 SEPTEMBER 2017

## 333D GRANTED OFFICIAL AFL LICENSEE STATUS

The Board of Directors is pleased to announce that 333D Limited (ASX:T3D or “Company”) has received official licensee status from the Australian Football League (AFL).

### HIGHLIGHTS:

- Official licensee status effective immediately & through 2018
- Approval to sell on 333D’s e-commerce platform
- Complete control from production to customer fulfillment
- Significantly improved financial returns through elimination of distributors

333D has been granted official licensee status from the AFL for its 3D printed player figurines, effective immediately and through 2018.

As an official licensee of the AFL, 333D is now able to not only manufacture and supply its range of 3d printed player figurines to authorised AFL licensees, but the Company is able to act as a retailer selling direct to consumers as well as a wholesaler selling to other authorised AFL retailers.

This designation means that the Company is now able to bypass working with an outside licensee to bring product to market – effectively eliminating the ‘middleman’ from our supply chain. We are now empowered to appropriately price our products in response to demand, without compromising financial returns. We are also now positioned to develop long-lasting relationships with the AFL, its Clubs, and its players, expanding our abilities for future product development, marketing and promotion, and retail strategy.

Beginning Thursday, the Company will begin selling its range of 3D printed AFL player figurines on its own e-commerce platform. The Company will advertise the site via AFL platforms and is currently in negotiations with several players for their endorsement and promotion via their personal social media accounts.

“Obtaining official licensee status from the AFL is an important milestone for the Company, enabling us to better meet the needs of all stakeholders quickly and effectively,” said John Conidi, 333D Executive Chairman. “We are excited to launch during the AFL Finals and look forward to enhancing our range of 3D printed player figurines in partnership with the AFL in 2018.”

**About 333D Limited**

333D Limited (ASX: T3D) 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 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.

To find out more about 333D visit: [www.333D.com.au](http://www.333D.com.au).

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