



October 19, 2017

## AGM COMPANY UPDATE

The directors of 333D Ltd (ASX:T3D or Company) provide the following update in relation to the Company's operations for the Financial year to date. During the period, the Company made several ASX announcements related to its focus on development of key initiatives in 3d printing licensed merchandise and 3d printing products on demand through its bureau service.

### Brand Portfolio



**Mini League**



**Figurine**



**3d on Demand**

### AFL and Mini League Launch

The Company received official AFL licensee status in early September, enabling us to act as both a retailer selling direct to consumers and a wholesaler selling to other authorised AFL retailers.

The licensee designation is critical in that it allows the Company to 'bypass the middleman' – eliminating our need to work with an outside licensee to bring product to market. We are now empowered to appropriately price our products to respond to market demand, without worry of compromising our financial returns. Licensee status also affords us a seat at the table with the AFL, its Clubs, and its players – allowing us to develop true partnership relationships and expanding our abilities for future product development, marketing and promotion, and retail strategy in the process.

The Company launched the Mini League ([www.minileague.com](http://www.minileague.com)) in mid-September as its ecommerce platform selling 3d printed AFL player figurines directly to consumers. This was followed by signing an image rights agreement with Dustin Martin, which permitted us to market his likeness in 3d figurine form.

The Company executed an aggressive marketing plan through the AFL Finals campaign to create awareness for the new Mini League range. To date our product has been marketed through the following channels and photos depicting this publicity are included at the conclusion of this announcement:

- The AFL Footy Show (Channel 9)
- AFL 360 (Fox Footy)
- The Today Show (Channel 9)
- Hot Breakfast (MMM FM Radio)

- Chrissie, Sam and Brownny (Nova 100 radio)
- The AFL Record (Finals Series)
- Herald Sun
- Facebook & Instagram

## **Sales**

The AFL figurines were sold through 2 retail channels:

1. minileague.com
2. Richmond Club Store

Gross Figurine Sales: Circa \$90,000

AFL Event Activation Fees: \$15,000

Figurine Unit Sales: Circa 600

The majority (85%) of figurine revenue and unit sales occurred on our Mini League e-commerce platform.

Management is delighted by the results which were achieved in a short 4-week timeframe. We have certainly proven a market for high quality life-like figurines in sports and entertainment. The success of the AFL figurine launch has attracted the attention of other major league sporting organisations who have approached us wanting to replicate the AFL offering for their sport. We are currently in discussions with these leagues, and expect to have agreements completed within the next 3 months.

Mini League will continue to be heavily promoted during the holiday season as consumer feedback has strongly indicated that the AFL player figurines are well-suited to serve as Christmas gifts. Efforts are also currently underway to open up additional sales distribution channels with other leading AFL retailers in order to further expand our market reach to capitalise on holiday demand.

## **3D on Demand**

The 3d on demand service continues to receive steady in-bound inquiries and positive feedback from buyers, however the return on our \$1.5 million investment in 3d printing equipment still fails to meet our expectations. The Company is focusing heavily on customer acquisition and is exploring opportunities to provide contract manufacturing services to other 3d printing companies. To date 3d printing as a services revenues are circa \$50k, which has not met the Company's sales expectations. Although we are receiving jobs from high profile customers, they are just one-offs or irregular in nature. The key will be that inflection point when 3d printing transitions from being used for one-off prints or prototypes to become a true part of the production and manufacturing process.

Our bureau is becoming known for its competitive pricing and stands apart for its high-quality prints. In particular, we excel in printing in SLS nylon and sandstone colour and are aiming to further grow our client base in these two areas. We are actively seeking a buyer for our metal 3d printer as we narrow our scope to focus on the 3d printing technologies that are most profitable and successful for our bureau business.

## **Figurine**

Previous announcements have detailed the success of our 3D Model Me activations whereby consumers are scanned to produce 3d prints of their own likeness as bespoke figurines.

The product is now known as Figurine and is located at [figurine.co](http://figurine.co). Our new brand is modern, upscale, and focused on providing consumers with a narrative – and an experience – that better suits the precious quality of our bespoke figurine offering. Our 3d printed figurines are not ‘gimmicky’; they are the product of a sophisticated process that includes the work of a 3d character artist in their design and hand-finishing to complete their production. Each one is individually produced, 100% unique, and tied to a special moment in the customer’s life. The new Figurine brand is intended provide this context and set customers’ expectations from the start – amplifying the special nature of being 3d printed and remedying the disconnect that has previously existed between experience and price. We have identified key events that we believe augment the brand experience, creating the right environment for a customer to complete a figurine purchase. These events involve no exhibiting cost, just the labour costs to activate, and have a captive audience that are all present to witness a special moment in time.

As mentioned above, the below photos depict marketing for the Mini League during its September launch.



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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