



## ASX RELEASE

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### Scout builds momentum with enhanced online presence

#### Highlights:

- Scout has accelerated direct-to-consumer marketing efforts following the December investment from strategic partner Prosegur
- The Company recently modernised and re-launched its website, [scoutalarm.com](http://scoutalarm.com), on the Shopify platform to support marketing efforts and reduce development costs
- Business development for 2019 has kicked off in earnest with Scout attending the 2019 CES consumer electronics trade show in Las Vegas, attended by more than 180,000 people and 4,400 exhibitors, meeting with a wide array of existing and potential partners
- Scout is building on its 4 stars Amazon rating, with an increase in purchase order quantities through the Amazon platform expected to drive Scout's online sales growth

Home security provider Scout Security Limited ((ASX: SCT), "Scout" or "the Company") is pleased to provide an update on its marketing activities aimed at boosting sales in 2019, which have commenced with its attendance at the 2019 CES consumer electronics trade show in Las Vegas, Nevada and the modernisation of the Company's website.

Scout's co-founders, CEO Dan Roberts and CTO Dave Shapiro, represented the Company at the show along with Head of Sales Noah Ney from 8-11 January 2019. This year CES brought together the leaders in consumer technologies for more than 180,000 attendees, showcasing 4,400 exhibiting companies and 600 start-ups. Among participants at the industry-only event were manufacturers, suppliers of consumer technology hardware and developers.

Scout Security CEO, Dan Roberts, said:

*"CES is always an ideal opportunity to kick off our business development efforts for the new year. Each year, the team meets with a wide array of industry channel partners and vendors to discuss Scout's offerings. The smart home industry and Internet of Things continues to expand and has been a focal point of CES, as a show, for a number of years now."*



*"We attended CES this time last year and this helped us to establish many of the relationships and deals we subsequently closed over the course of 2018. We expect that the meetings we had this year will, similarly, result in a number of new relationships for the company in 2019.*

*"Another of our goals from CES last year was to broaden our online presence through more partnerships. We delivered on this by securing a partnership with a retailer of global scale in Walmart, whose online channels have stocked our product suite since mid-December.*

*"Following on from CES 2019, we intend to deliver more partnerships to expand our reach and significantly grow the business in the year ahead. We look forward to continuing to deliver on our promises to our stakeholders."*

### **Boosting online presence**

In December, Scout launched an all-new website at [www.scoutalarm.com](http://www.scoutalarm.com) after modernising the website to use the Shopify e-commerce platform and refining the Company's message to consumers for 2019. This has made the site more flexible for marketing purposes as well as providing other optimisations that the Company expects will save on development costs and allow it to quickly adapt the site as needed.

In addition, the Company has revamped its profile and listings on Amazon, seeing Scout achieve and maintain a customer rating of more than 4 stars. This has coincided with an increase in purchase order quantities and is expected to boost sales through the Amazon platform as the year progresses.

Scout's strong marketing push in 2019 is underpinned by its recent announcement of a strategic partnership with multinational security company Prosegur, which is investing up to A\$7.4 million (US\$5.3 million) in the Company.

Scout is well-funded to invest in activities that will rapidly grow the brand through direct channels and also through the Company's white label business which it expects to continue to expand in 2019.

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**About Scout Security Limited**

**Scout Security Limited (ASX: SCT)** sells the Scout Alarm, a self-installed, wireless home security system that is making security more modern, open and affordable. The Scout system was recognised by CNet as the Best DIY Security System of 2016 and 2017.

Scout's design-centric offering gives users complete flexibility around connected home security, allowing the system to integrate with other best-in-class IoT devices and offering flexible monitoring options.

Scout is an official partner of Amazon Alexa, Google's Works With Nest and Samsung SmartThings. Scout is also an Amazon Alexa Fund portfolio company.

[www.scoutalarm.com](http://www.scoutalarm.com)