



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

3rd December 2014

US Industrial Product Update

In accordance with the Board's undertaking to keep shareholders informed of the company's sales force expansion in the US, the Directors of DataDot Technology USA are pleased to announce an increase in the company's US Industrial Products sales force. The company has employed a full-time senior sales executive and two contractors who bring deep industry sales experience and relationships to the company. The team is now comprised of seasoned sales veterans with strong ties to several industrial verticals and sales channels. These additions are all part of the foreshadowed strategy to rapidly grow our customer set in the US and maximize revenue and market share.

In the US region, we currently have over twenty-five opportunities in our Industrial Products sales funnel, which confirms that companies are continuing to experience asset theft and are in need of our solution. With the additions to our team, we will continue to develop these opportunities and further expand the pipeline aggressively over the coming months.

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