

ASX Announcement

24 May 2019

Appointment of CEO

The Directors of Datadot Technology Limited (ASX:DDT) are pleased to announce the appointment of Duncan Maclean as Chief Executive Officer of the company.

Duncan has over 20 years leadership experience in the consumer goods and retail industry. He has a proven track record of successfully delivering revenue growth and business expansion across Australia, Asia and UK markets. He has held senior executive positions with leading firms including ALDI, Westfield, Spotlight and most recently Cash Converters. Duncan holds a B.Comm (Deakin) and a Grad.Dip HR (CQU).

The Chairman of the Board, Ray Carroll, said the organisation is currently undergoing a restructure which will result in cost reductions and improved operational efficiencies, details of which will be announced in the coming weeks.

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About DataDot: DataDot Technology Limited provides world leading asset identification, management, protection and authentication solutions that deliver great value to customers. For more information please visit www.datadotdna.com.