

## ASX ANNOUNCEMENT

### ROAM-e Update

from Simon Kantor ROAM-e Inventor, IOT Group LTD Founder and Executive Director.

Sydney, Wednesday 20th July 2016

**IOT Group Limited (ASX:IOT)** announced today that the recent Sales meetings in New York exceeded expectations. Simon Kantor, Bryan Corlett and team met with a sample of major US retailers in New York in the week starting 11<sup>th</sup> of July 2016. The visited retailer reaction to the ROAM-e has been above expectations. Simon met with four of the top US consumer Tech retailers and the reaction has been outstanding and all four will range and fully support the ROAM-e product.

The visited retailers have commented that the ROAM-e is a game changer and allows the generally male dominated Drone market to cross genders and age groups thus opening the category to all consumers, whatever their demographic. The ROAM-e surpasses all stereotypes and opens the male dominated market to every consumer in the World. This is exactly what the major buyers have been looking for to open up the booming category to the masses. Just by its nature of being described as a "Selfie Stick on steroids," the ROAM-e creates a new category in the space.

IOT can also confirm that they are currently working on the next generation ROAM-e, which will be called the ROAM-e PRO for release mid 2017. The ROAM-e PRO concept, set to be unveiled at CES in Las Vegas, 2017 had a major reaction from the visited retailers. Unlike other portable photography devices that are limited to capture the User's point of view, the ROAM-e PRO will capture the User during their experience. The visited retailers see this as the future for personal photography and have already detailed their ranging requests to our US distributor.

**Bryan Corlett, CEO of IOT's USA distribution partner TopTech Distribution said:** *"We continue to get a fantastic reception to the ROAM-e selfie drone, in meetings with major US retailers. The drone category is seeing explosive growth, and decision makers at key retailers have expressed their view that the ROAM-e is a game changer with mass appeal that has the potential to expand the drone market in new directions. I'm confident that the broad feature set and highly competitive price point will lead to large orders once production samples are presented to retailers in coming weeks."*

**Simon Kantor, ROAM-e Inventor, Founder & Executive Director of IOT Group added:** *"The retail meetings in New York have solidified our overall strategy to build and create a device that captures all genders and age groups. Based on New York's retailer presentations and their ability to sell in excess of 50,000 units per month - I can reaffirm indicative order numbers detailed in past presentations to the market. Meeting with four New York retailers, has given us all even more confidence in the ROAM-e and its growth over the coming years. The ROAM-e has a multitude of unique IOT technology, and is a world first product of its type."*

#### Investor Contact

Ian Duffell – Executive Director of IOT Group Limited on 0488 024 000

### **About Bryan Corlett and Top Tech Distribution LLC.**

Bryan Corlett has been in the sales, promotion and distribution industry for 20 years, and operates nationally and internationally from a base in Newport Beach, California. Mr. Corlett leads one of the largest private networks of product sales professionals in the United States, and his team has sold leading products in major categories including health and beauty, weight loss and fitness, clothing, sports, household and cleaning products and consumer electronics. Their contacts into product purchasing decision-makers at every major retail group, both traditional and online, is unsurpassed. These kinds of private networks are based on relationships that take decades to develop. IOT was referred to Mr. Corlett by one of America's (and the world's) largest and most innovative retailers, which has a very strong relationship with him.

The Corlett network has sold tens of millions of dollars of goods annually to retailers including the Sony PlayStation and Apple products. Mr. Corlett selects a discrete number of products to promote, and unlike other "big name" distributors such as Brightstar and Ingram Micro, he can take on a single SKU product like ROAM-e from an unknown overseas company and devote the time, attention and resources (and give buyers the confidence in the product) to sell large quantities of it in short order. A company seeking to get this kind of sell through in North America could take years just to get the right meetings, and spend a fortune on market development with no assurance of success.

### **About IOT Group Limited**

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



(Internet of Things)

**IOT Group has tapped into global niche markets by adapting and enhancing existing trend products and making them more affordable and useful to consumers. The IOT Group is designing and developing a range of smart wearables, a range of flying selfie drones, augmented reality, virtual reality, home automation products and much more; as we look to create a complete IoT ecosystem over the next 24 months.**



Utilising industry specific innovation and our own technology, we've created the first facial recognition flying selfie device operated through smartphones and vision control systems, called ROAM-e. With unique follow me truly functionality, a flight time of up to 20 minutes and the capacity to charge in just two hours! You will always capture perfectly uninterrupted panoramic shots with ROAM-e's 360 degree 1080p HD camera. And you will never miss a moment with ROAM-e's live streaming capabilities, so the action is always in real time whenever, where ever. ROAM-e is your personal companion who will always be within 5m of you, so you never have to worry about invading anyone's personal space. Built with the world's first dual-axis collapsible blades means that ROAM-e's light, compact and easy to carry and ready for any occasion but most importantly not weigh you down. Selfies have reached new heights!



**Outdoor Konnect (OK) is focussed on designing and developing a range of affordable innovative wearable devices, accessories and outdoor products combining the latest technology with unique features. Our devices include a variety of smart watches with some already available through retailers and from our website.**

**Company Information**

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