

**ASX Announcement**

**21 May 2019**

## **Appointment of Directors and Chairman**

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Datadot Technology Limited (ASX:DDT) is pleased to announce the appointment of three new Directors following the results of resolutions by shareholders at the Company's General Meeting on 13 May 2019.

Mr Ray Carroll has been appointed as a Director and Chairman, Mr David Lloyd has been appointed as a Non-Executive Director and Mr Bradley Kellas has been appointed as an Executive Director.

### **New Directors' Backgrounds**

#### **Ray Carroll**

Ray was the driving force behind the establishment and success of Australia's National Motor Vehicle Theft Reduction Council (NMVTRC) and served as its Executive Director for over 19 years. He is an internationally recognised authority on developing and implementing strategic solutions to crime issues and holds a Bachelor Degree in Criminal Justice Administration.

In his former role Ray devised the world's first comprehensive criteria and performance specification for whole of vehicle marking. His endorsement and advocacy for DataDot's micro-dot identification system nationally and internationally was the catalyst for the acceptance and growth of micro-dot identification in multiple markets across the world.

Ray's appointment brings to the Company an unsurpassed level of experience in fostering collaboration across multiple industry sectors, government agencies and the community sector to achieve desired outcomes. Ray secured and managed over \$40 million dollars in direct funding to the NMVTRC and generated over \$600 million expenditure by government agencies and motor related industries to implement NMVTRC facilitated reforms. During his tenure, vehicle crime in Australia reduced by over 70% delivering on-going insurance and community savings of more than \$400 million per year in vehicle crime related costs.

#### **Bradley Kellas**

Brad, the founder of propertyVAULT is a decorated former Victoria Police Officer, who proudly served the community for 21 years. For 14 years of his career he served as a Detective, specializing in organised crime, including corporate fraud, kidnapping, blackmail, extortion, product contamination and large-scale stolen property investigations.

Post his policing career he used his entrepreneurial skills and out of the box thinking to develop a unique trading strategy addressing global market fluctuations and worked as a successful proprietary trader for a large investment firm for 5 years.

In 2015, Brad an avid bike rider, saw the opportunity that social media and a custom-

built platform combined with a specialist service could be the answer to countering bike theft and property crime in general. Committed to making a difference, he put his trading career on hold and commenced a fulltime commitment to developing the bikeVAULT website coupled to a specialist service solution (prelude to propertyVAULT), that is now the number one platform and service to counter bike theft in Australia. Never losing sight of the overall goal, Brad honed the solution resulting in the soon to be released propertyVAULT platform, that without doubt is the most advanced police and public accessible platform in the world to counter property crime.

Brad is recognised as a bike theft expert within the cycling community, policing circles and the media and in a short period of time bikeVAULT has amassed over 20,000 followers on social media, with an extended reach to over half a million people via all social media connections including the police.

Brad as founder and designer of the propertyVAULT platform that also now includes a range of bespoke ID kits sold online and in bike shops, has the drive, perseverance, passion and importantly vision and experience to market the total solution to successfully increase sales of microdots and trace into DataDots existing and new markets.

Brad believes in the excellent DataDots products and has backed his ability to turn the fledgling DataDots business around by becoming the largest shareholder with a 10.35% holding.

## **David Lloyd**

B.Sc. (ANU), Grad Dip Business (UQ), MBA with Distinction (INSEAD)

David is an experienced senior executive specialising in strategy, new technologies, business development, ventures and partnerships, which skills will be essential for successfully turning around the DataDot business by leveraging an alliance with propertyVAULT.

As a senior executive at Qantas and previously Virgin Blue, David has been architect of several high-profile alliances with other airlines as well as a joint venture with the Government of Samoa, demonstrating his ability to build valuable commercial relationships. While at Virgin Blue he also designed the Velocity Frequent Flyer program, valued at approximately \$1 billion in its partial sale to a private equity partner. Subsequently at Virgin he developed the business cases for fleet orders worth over USD2 billion and the establishment of a new international business.

More recently while at Qantas, David has mentored businesses in its tech accelerator program and overseen commercial relationships with start-up and scale-up businesses including those in which Qantas has taken equity stakes and warrants. Drawing on his insights into how Qantas Loyalty is building businesses in financial services including insurances, David has a keen appreciation of the potential value of DataDot assets to be leveraged into growth opportunities.

Previously David has worked internationally as a consultant with the Boston Consulting Group and Arthur Andersen Business Consulting, and was a project manager for the Sydney Organising Committee for the Olympic Games. He is an internationally-competitive cyclist and member of numerous cycling organisations, bringing a customer viewpoint to the value of both DataDot and propertyVAULT.



Speaking following his appointment Ray said:

"I am extremely pleased to have the opportunity to play this important role in re-establishing DataDot Technology as the world leader in its field. Together with my fellow Directors I strongly believe that the Board and our proposed new management team now has the right mix of commercial experience, innovative leadership, drive, and understanding of the needs of our target markets, key stakeholders and commercial partners to quickly take the company forward.

The Directors would like to thank the very significant majority of shareholders who placed their support behind the plan put forward by Brad Kellas. Work has already begun to implement the plan and a full review of the Company's strategic direction, business lines, commercial relationships and senior management structure is underway.

The process for confirming the appointment of the Company's proposed senior management team is nearing completion and the Company will announce that and other relevant matters pertaining to the restructure as soon as we are able.

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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](http://www.datadotdna.com).