

ASX Announcement

7 June 2016

## Data Dot secures renewal of contract with Subaru Australia

- 
- All Subarus sold in Australia will continue to be protected by the DataDot Theft Deterrent System
  - Contract renewed for a further three years, with material savings for Subaru Australia
  - Continuation of a highly successful and commercially valuable relationship for DataDot
- 

**DataDot Technology Limited (ASX:DDT)** today announced that it has agreed a three year contract with Subaru Australia. The contract, which commences on 1 June 2016, means that every new Subaru sold in Australia will continue to be protected by the DataDot Theft Deterrent System, and extends DataDot's longstanding relationship with Subaru Australia, which commenced in 2003.

In recognition of the long standing partnership between DataDot and Subaru Australia the contract delivers material savings to Subaru Australia, with some related variations in the composition of the product offering. For DataDot, this is the continuation of a highly successful and commercially valuable relationship between the companies, which continues to see the Company's quality solution deployed with a leading car manufacturer.

Temogen Hield, Chief Executive Officer of DataDot Technology Limited, said, "DataDot is proud that it has been able to help Subaru build a reputation for security, with some of the best car security ratings in the country. It is an honour to continue to be associated with Subaru and its long standing success in Australia."

Nick Senior, Managing Director of Subaru Australia, said, "We have been associated with DataDot for some time now, and the relationship has proved beneficial to each of us. I am delighted that we have reached commercial agreement to extend that relationship for a further three years."

DataDot's relationship with Subaru Australia began in 2003 and so far more than 450,000 Subarus have been protected by the DataDot Theft Deterrent System. As a result Subaru enjoys lower theft rates than its competitors and many Subaru models have some of the best Insurance Australia Group – Car Security Scores.

### For further details contact:

DataDot Technology Limited  
Temogen Hield, CEO  
Phone: +61 2 8977 4900  
[thield@datadotdna.com](mailto:thield@datadotdna.com)  
[www.datadotdna.com](http://www.datadotdna.com)

### 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).