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## 2018 Annual General Meeting

### Address by Chair & Chief Executive Officer Presentation

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Before turning our attention to the first item of business I would like to briefly talk about the effort and activities that your Directors and the Management of DataDot are pursuing to restore shareholder value.

It is important that you understand that we have been very active in our determined efforts.

Yes, I am disappointed that in FY2018 we were not able to grow our revenue and I am also disappointed that we have not yet been able to finalise the proposed transaction with Beston Group.

That said, our efforts are continuing.

In relation to growing our revenues, our sales pipeline continues to grow and show some great promise. I know we have said that before. In my review, included at the front of the Annual Report, we talked of a number of initiatives that show great promise. Additionally, the legislation in India for compulsory vehicle marking has developed in the last twelve months and Temogen has made three submissions to the India Standards Board that if adopted would see our product well placed to be the adopted vehicle marking solution.

Temogen will tell you some more about these developments in his presentation.

Management and the Board over the past 12 months have actively investigated and pursued a number of potential corporate transactions which would have been complementary to the DataDot business model as well as enhancing shareholder value.

While none of these have proven appropriate to bring to completion at this stage, we will continue to pursue suitable opportunities at a corporate level.

Two other matters that I want to mention because they have been very time consuming, resource hungry and disruptive to our efforts, are the EGM called in April 2018 by a very small number of shareholders and the potential spill motion included in our notice of meeting for this morning arising from our Remuneration Report first strike at this meeting last year.

We are grateful for the significant support shown by shareholders at the EGM and in relation to the Remuneration Report for FY 2018. I thank you for your support for us as Directors so that we can continue our efforts to restore value without unnecessary distraction.

Ladies and gentlemen, thank you.

#### For further details contact:

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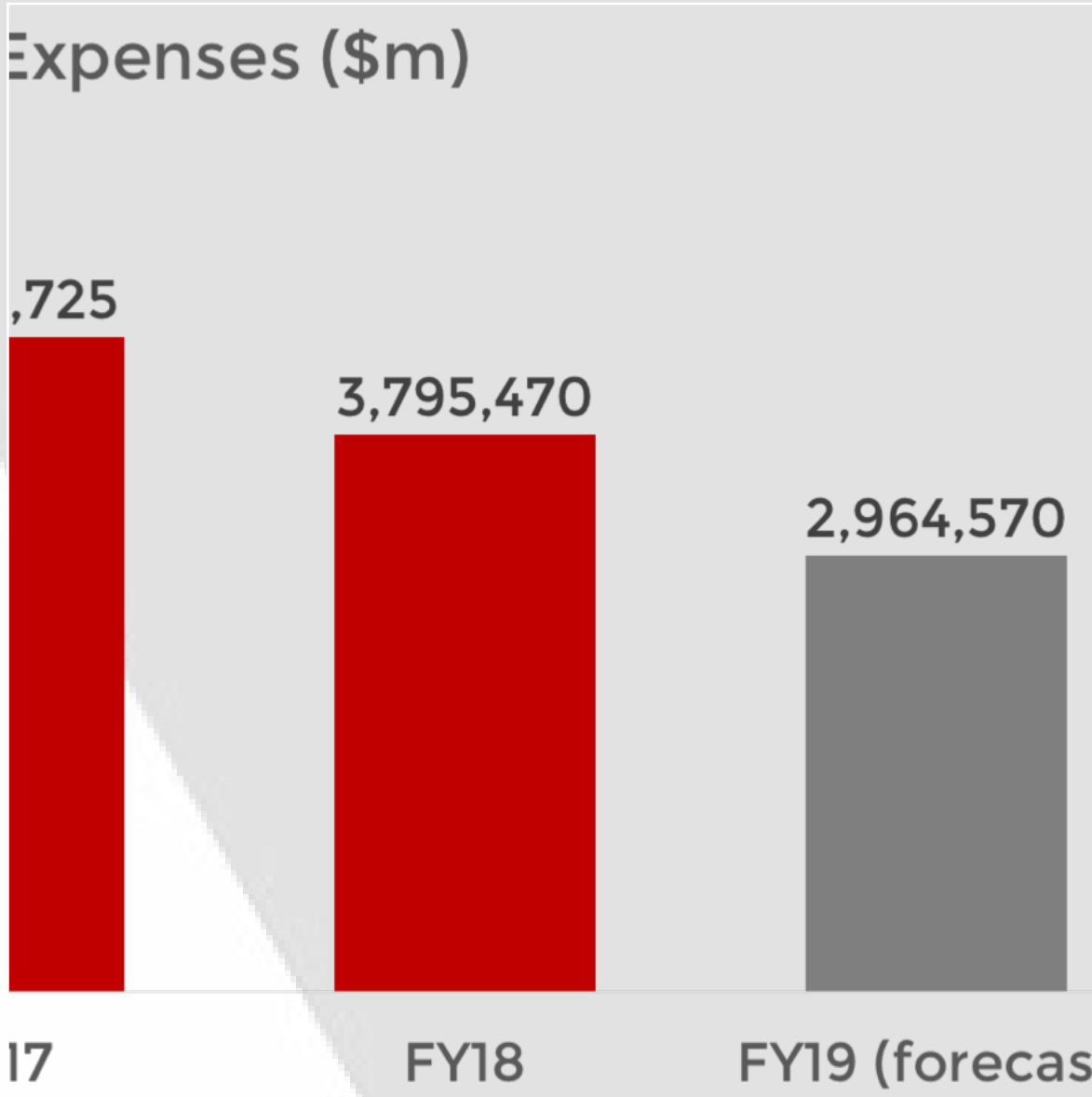
# Chief Executive Officer's Presentation Annual General Meeting

23 November 2018





# Revenue growth continues to be our top priority



1. Expenses and Cost of Goods continue to reduce

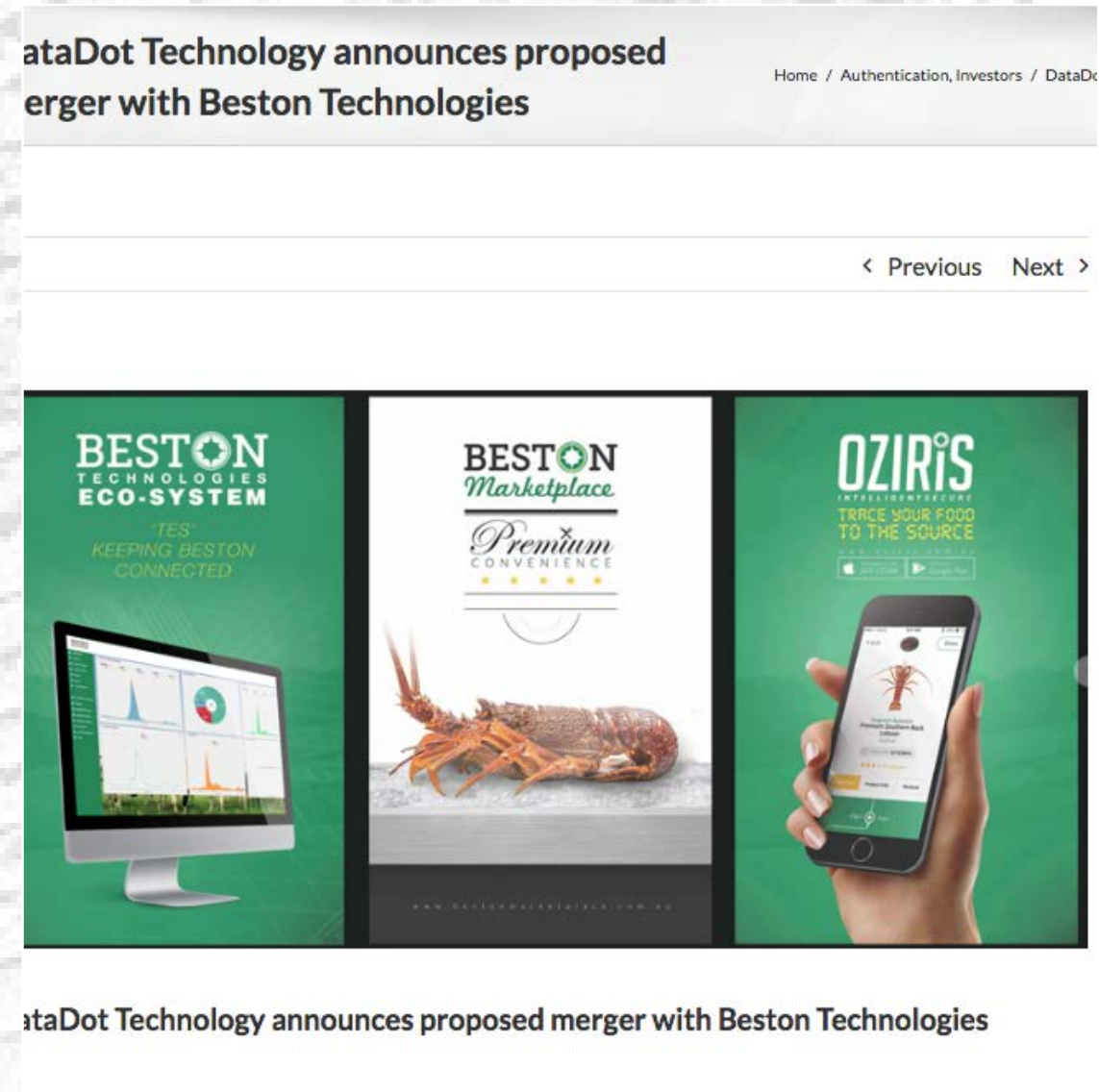


4. And we are continuing to build awareness and grow leads

2. There is renewed interest in DataDotDNA from emerging markets, especially India



5. While also exploring transaction options

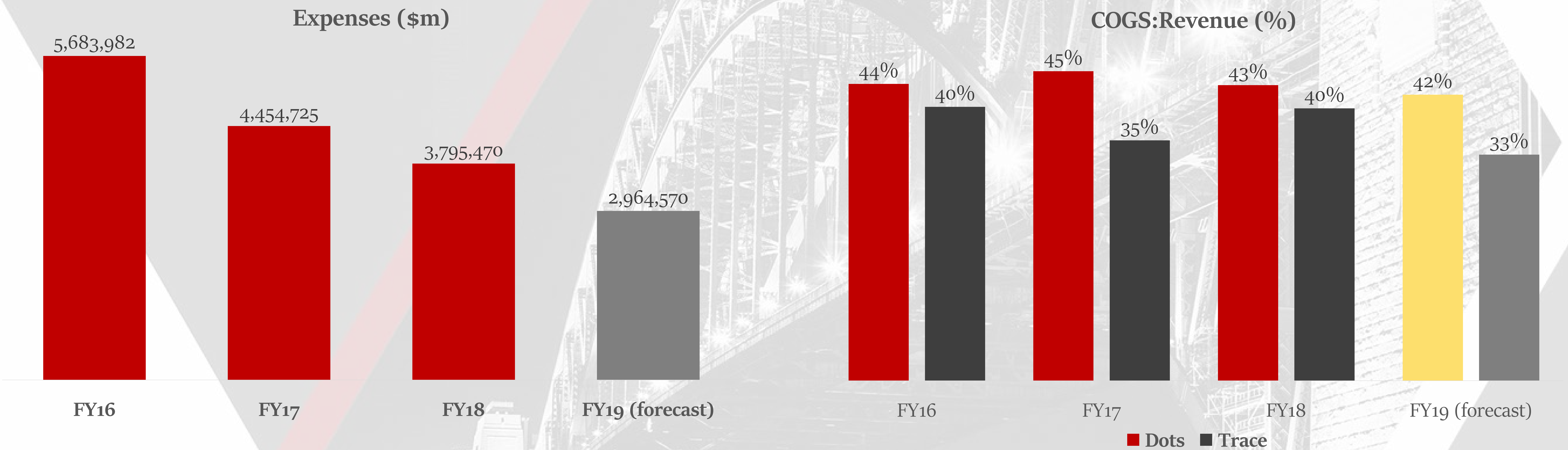


3. Across all regions we have a strong pipeline of DataTraceID opportunities



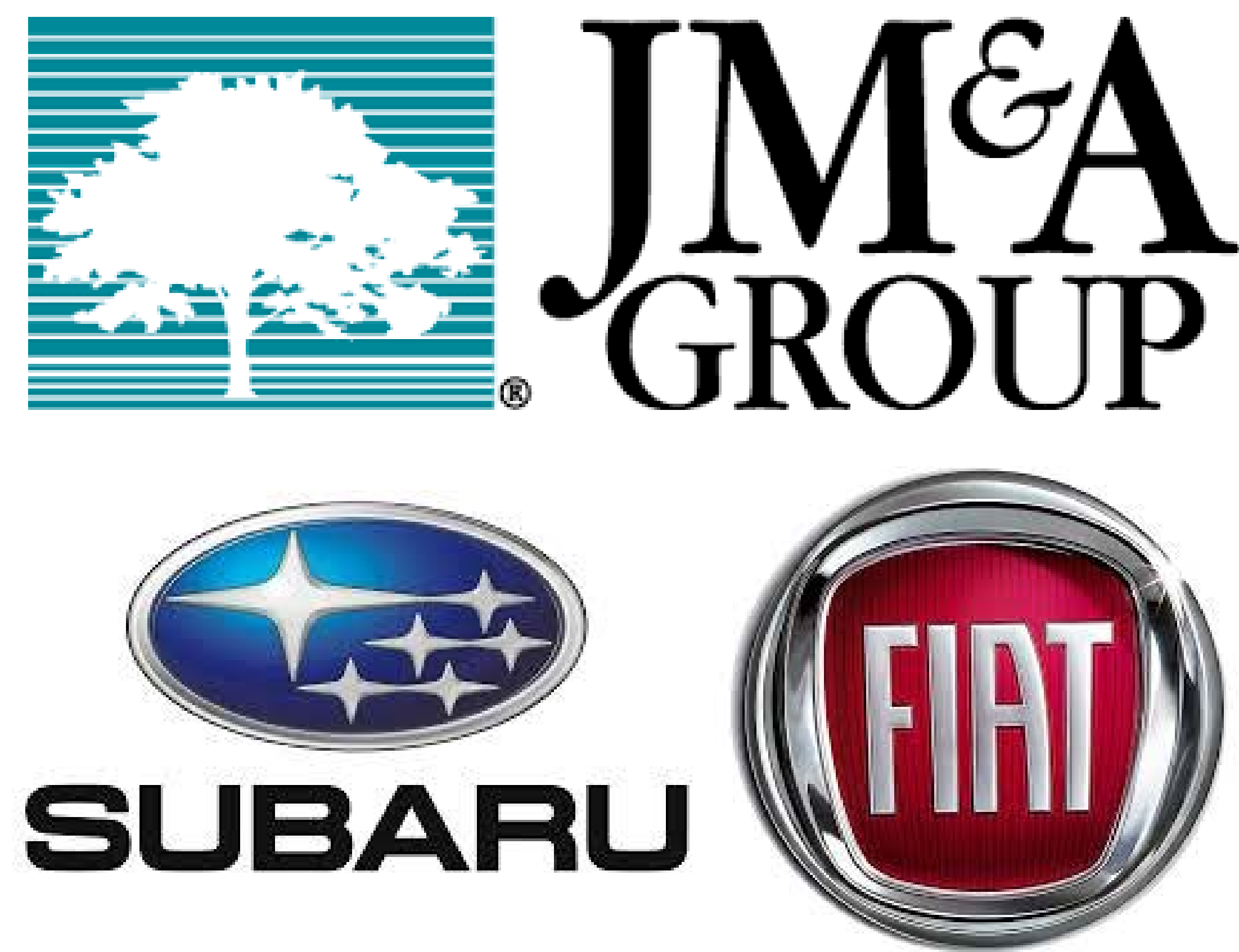


# Expenses and costs of goods sold continue to reduce



- FY19 expenses forecast to be under \$3 million
- Continuation of efforts to improve the cost base, primarily driven by headcount reductions
- Well placed to translate revenue growth into earnings. Increased revenue from an efficient and effective cost base critical to success
- Focus on COGS also starting to bear fruit
- Review of film suppliers (FY18) and plastic components (FY19)
- Tape production capability to be introduced in the UK (FY19)

# There is renewed interest in DataDotDNA from emerging markets, especially India



- Steady volumes from key auto markets:
  - Australia (Subaru)
  - US after market
  - Italy (Fiat) – slowing since 30 June; uncertain



- Growing OEM relationship with Toyota, now includes
  - Germany
  - Russia
  - South Africa

**THE TIMES  
OF INDIA**

**Govt banks on new  
MicroDot technology to  
check vehicle thefts**

- In the last year things have progressed in India
- It seems that the govt will publish a voluntary standard and consider mandating after 2 years of operation



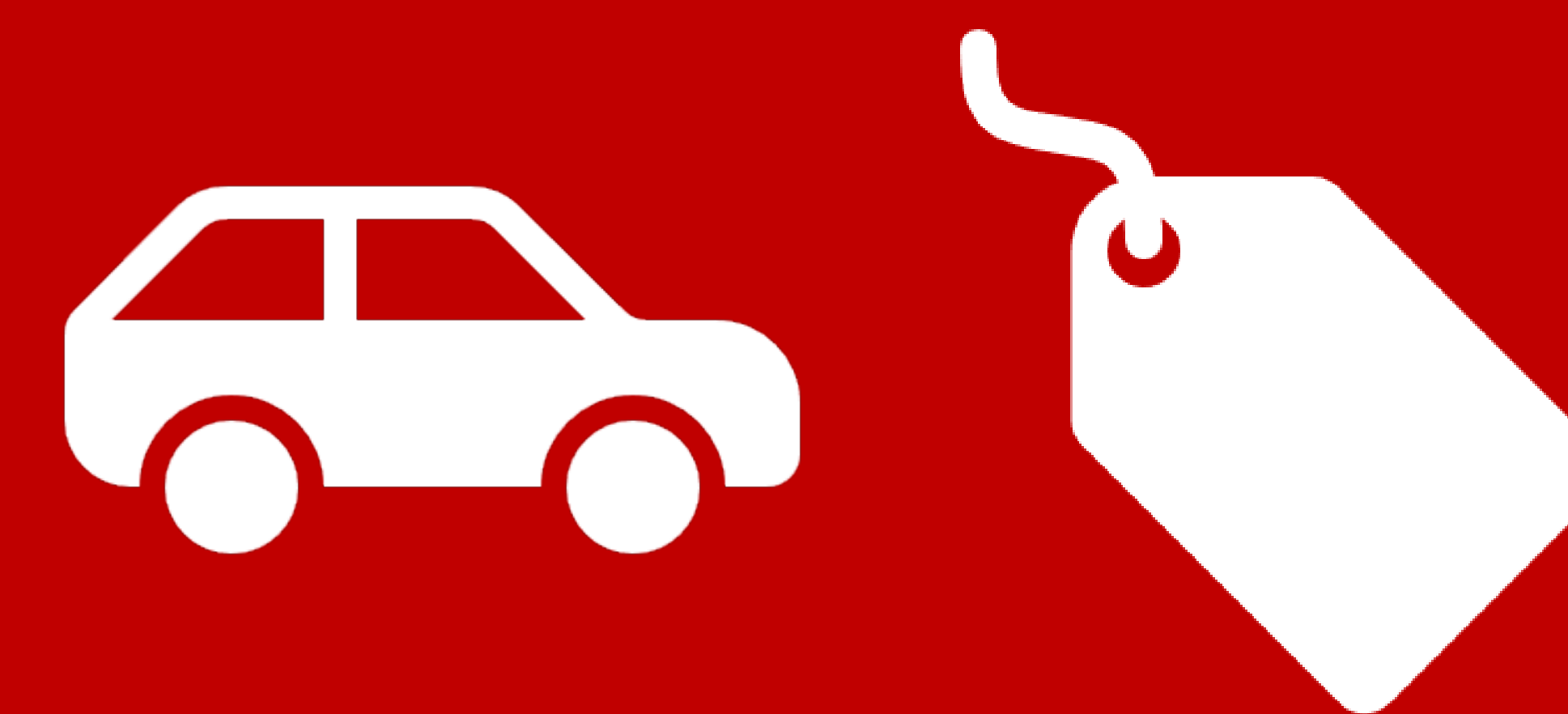
# Across all regions we have a strong pipeline of DataTraceID opportunities



- Revenue from existing customers was down, but we expect these relationships to be productive in the future:
  - Exploring an expansion of relationship with a Pharma multinational
  - Multinational FMCG now using Sample Buying Service
  - Activity in the gaming segment



- Testing underway with:
  - a National Mint
  - a major Russian resources company
  - an international manufacturer of wine capsules
  - a number of construction related providers



- Earlier stage leads in a range of industries including:
  - 2 automotive OEMs for parts marking
  - a number of international FMCG companies, and
  - thru a range of label and packaging partnerships



# And we are continuing to build awareness and grow leads

## Webinars



### How to Build Customer Trust, Brand Protection and Sales Using Smart Packaging

Live Webinar: Tuesday, November 7, 2017




Temogen Hield, CEO  
DataDot Technology




Steve Delepine, VP  
Business Development  
DataTraceID Pty Ltd

## Social Media



**DataDot Technology**  
1,613 followers

We offer companies like yours a service at a fixed price that enables you to gauge (at an initial level) the state of authenticity or counterfeit of your products in China. We go into the retail market and purchase your products from different sources.



## Campaigns

PROVEN TO CUT THEFT BY OVER 80%



YOUR PARTNER IN CRIME PREVENTION

### IDENTIFY AND PROTECT YOUR PROPERTY

About Us

DataDot Technology Ltd is one of the world's leading identification technology companies. DataDot products protect personal and commercial assets globally, across a variety of industries and products.

DataDot Technology works with a variety of stakeholders including law enforcement, insurers, and other suppliers to ensure the very latest theft prevention technology is available to consumers.

Why DataDot?

With property theft an ever-growing problem in today's society, it's essential to take appropriate measures to protect your valuable assets. Life is too short to lose your property.

## Thought Leadership

DATADOT TECHNOLOGY LTD

### Brand Protection in China: Why is it important? How to do it?





## Counterfeit Counsel Survey


However the majority of companies in FMCG and Food & Beverage see counterfeit as a massive threat to their viability

### 2018 Counterfeit Counsel Survey

DOWNLOAD THE 2018 COUNTERFEIT COUNSEL SURVEY REPORT




## Increased Web Presence



**DataDotDNA® PersonalDNA Identification System**  
\$49.95

Add to cart Details



**DataDotDNA® Home Protection and Identification Kit**  
\$99.95

Add to cart Details



# While also exploring transaction options


## DataDot Technology announces proposed merger with Beston Technologies

Home / Authentication, Investors / DataDot Technology

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**BESTON**  
TECHNOLOGIES  
ECO-SYSTEM

"TES"  
KEEPING BESTON  
CONNECTED




**BESTON**  
Marketplace

*Premium*  
CONVENIENCE



**OZIRiS**  
INTELLIGENTLY SECURE  
TRACE YOUR FOOD  
TO THE SOURCE

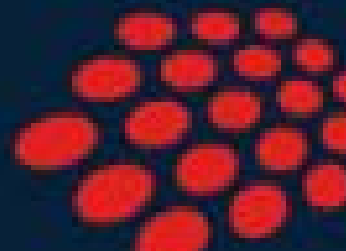


DataDot Technology announces proposed merger with Beston Technologies

## An Introduction to DataDot Technology

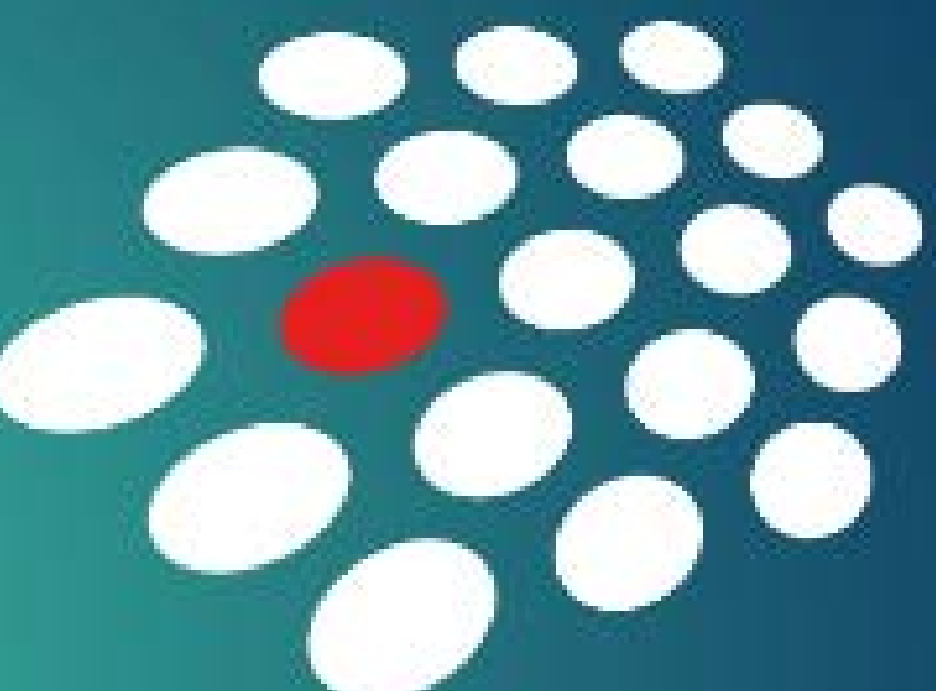
Get an insight into our theft deterrence and authentication solutions in our latest video

VIEW THE VIDEO

 **DataTraceid**  
AUTHENTICATION SOLUTIONS

[Authentication Solutions](#) ▾ [Outcomes](#) [Blog](#) [Resources](#) ▾ [About](#) [Contact](#)

COUNTERFEIT SOLUTIONS

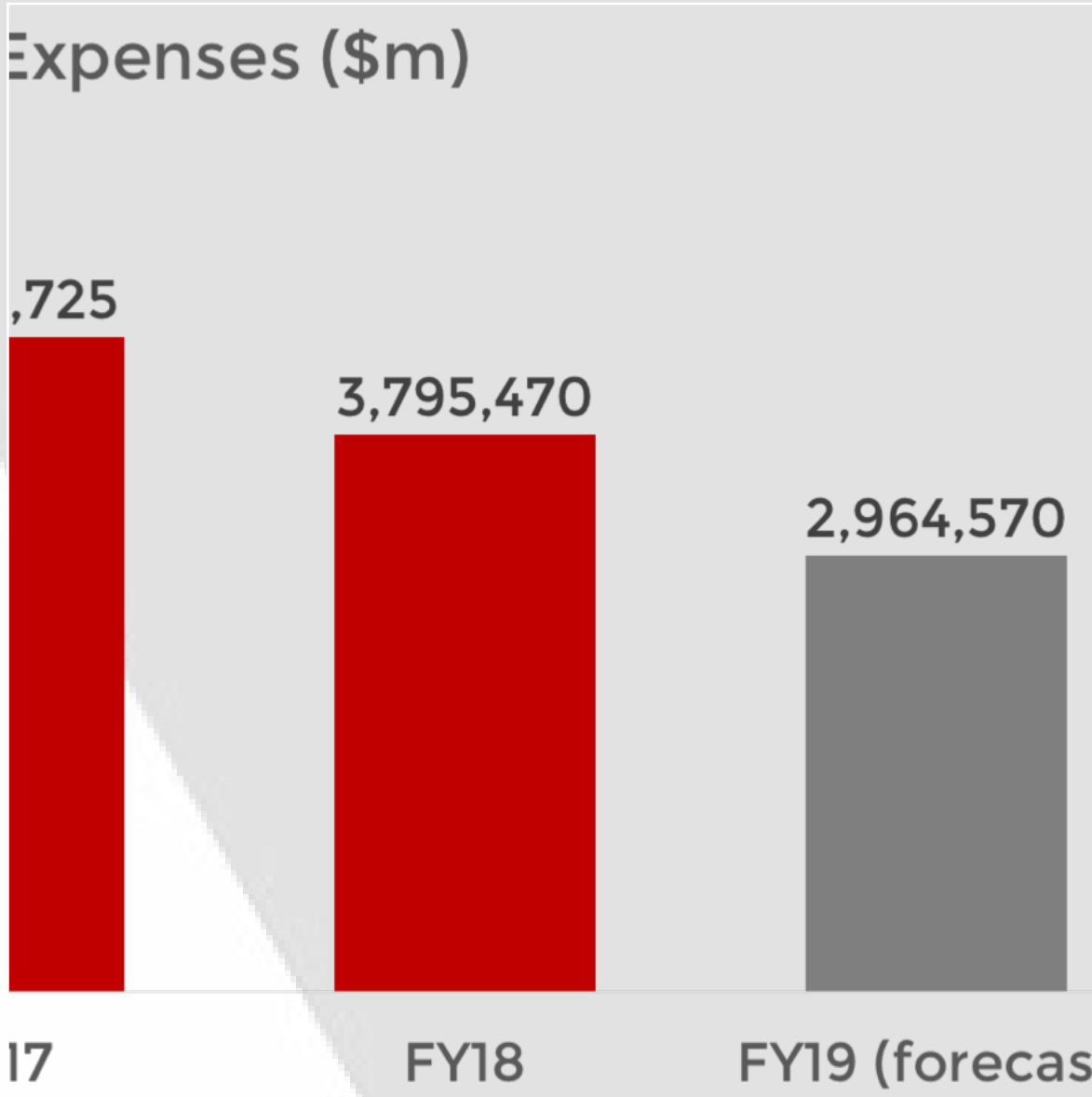


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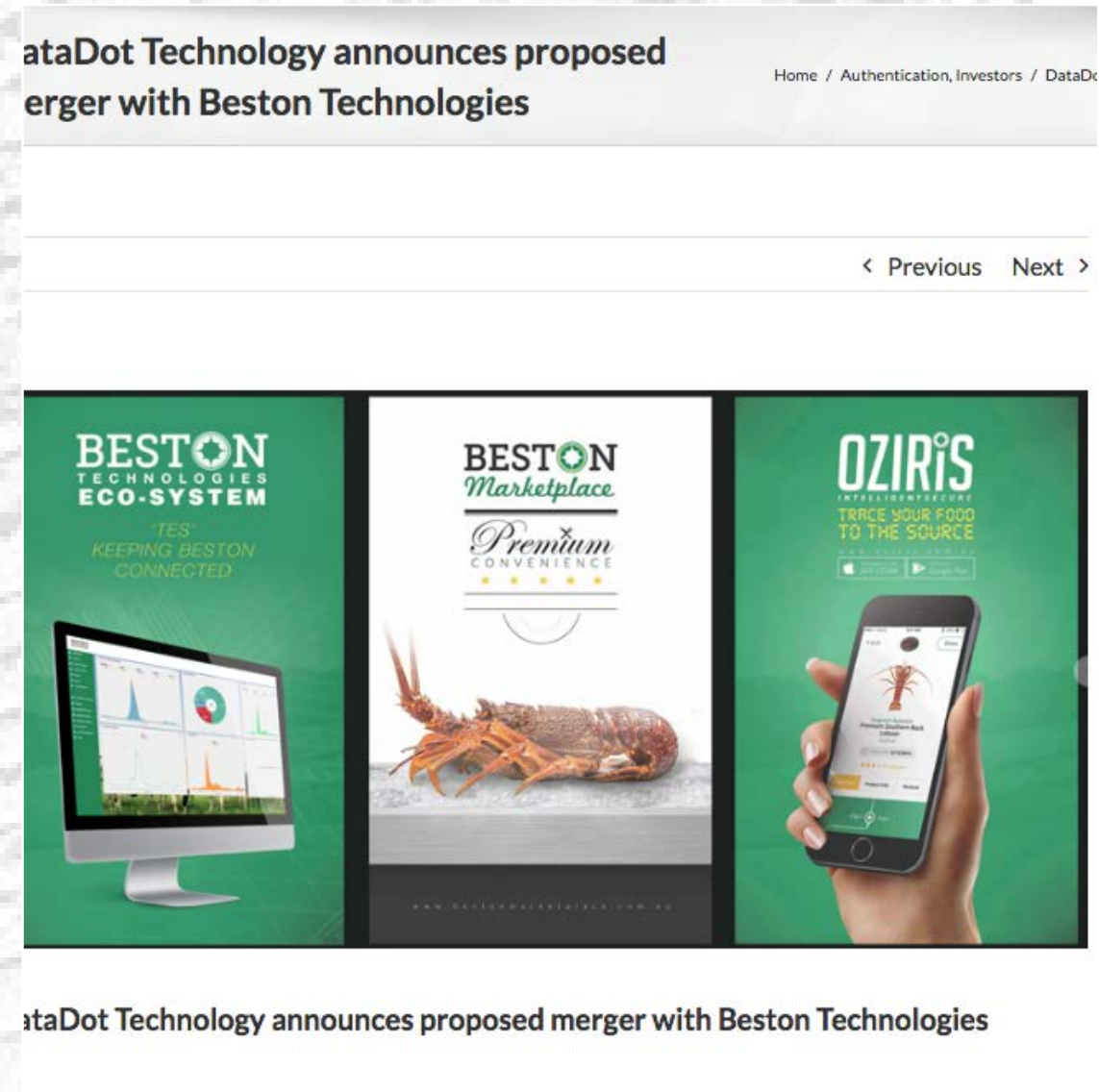


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