



For Immediate Release

2 December 2016

Global deal extended for Stanley Smart Measure Pro

Distribution into the construction industry via big-box retail channels through to 2019

ikeGPS (IKE) announces that IKE and Stanley Black & Decker Inc., the world's largest tool supplier and Fortune 500 Company, have extended their supply, branding & distribution agreement for IKE's Stanley Smart Measure Pro product that targets the worldwide construction & contractor industry. The new agreement term runs to Q4 of calendar 2018.

Sales channels contemplated under the agreement are Stanley Black & Decker's big-box retail and specialty distribution partners spanning Europe, North America and Asia, including Australia and New Zealand where partners include Wesfarmers-owned Bunnings Warehouse.

To facilitate sales into this broad range of markets the product has now been translated into 15 different languages and customised for 25 different geographic territories.

As background the Stanley Smart Measure Pro product was launched commercially in December 2015. Approximately 25,000 units were sold into the U.S. market in FY16 via Lowes Home Improvement Stores. FY17 unit volume forecasts have been upgrade twice in the first half of the financial year, from 26,000 units to 39,500 units, resulting from orders for three new European markets.

As an update to its half year results to September 2016 that noted materially all 39,500 units ordered for FY17 were expected to ship 2H FY17, IKE confirms that approximately 20,000 units were manufactured and shipped on schedule into Europe in the past two months, and that the balance of further deliveries is on track.

IKE CEO Glenn Milnes commented, "Given the extremely positive customer and market response to the product since its launch into North America and now into the UK, France and Germany, the extension of our agreement with Stanley Black & Decker is an exciting long term development for this product. We have already seen the power of big-box retail distribution and anticipate follow-on orders from each of the aforementioned markets as well as launch orders for numerous new territories and channels through FY17, FY18 and beyond." Milnes added, "This renewed agreement has been concluded on improved commercial terms and the sale of units will generate material gross margins for our business upfront. An important further potential revenue stream with the Stanley Smart Measure Pro is the ability to up-sell users to a \$20 per month software subscription. With the accelerating sales of the product we anticipate having the opportunity to market these value-added cloud capabilities to a large, growing and engaged end-user community."

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Find Out More At:
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Get the measure of your world

About the Stanley Smart Measure Pro:

Designed and delivered by IKE for the construction & contractor industry, the Stanley-branded Smart Measure Pro device & mobile app enables assets to be measured and analyzed via a users' smartphone. Delivering dramatic productivity improvements for measuring, estimating and quoting, users can subsequently carry out further analysis and data processing using the Smart Measure Pro cloud software, which is accessed via a \$20 per month subscription.

About Stanley Black & Decker Inc.:

Stanley Black & Decker in the world's largest tools and storage company, providing the tools, solutions, and services that the world counts on when it really matters. We build the tools that build and repair your home and car, we build the tools that build and repair your infrastructure, and we provide the services and solutions that protect what's most valuable to you.

About ikeGPS:

[ikeGPS](#) is changing the way the world is measured, utilizing its smart laser measurement solutions to capture, record and manage asset information.

ikeGPS has three core areas of growth potential with solutions targeting the electric utility market, signage market and construction & contractor market. Today, thousands of businesses rely on IKE solutions every day to get their field work done more quickly, efficiently and safely. ikeGPS has grown more than 100% per annum over the past several years and has an expanding pipeline of customer, market and partner opportunities.

ikeGPS is headquartered in Wellington, New Zealand, and is listed on the New Zealand Stock Exchange and Australian Stock Exchange under the stock symbol IKE. The company's global sales, marketing and customer support teams are based in Broomfield, Colorado, with a regional engineering office in Seattle.

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