

ASX ANNOUNCEMENT

ASX: RBO | 28 September 2017

# Robo expands sales presence into 20<sup>th</sup> country

## HIGHLIGHTS

- Continued international expansion with new resellers established in Croatia, Israel, Italy, Greece, and Poland.
- Follows on from new distributors opened in Canada, France, India, and The Netherlands.
- Expansion into international markets provides Robo significant new revenue opportunities to exploit beyond the <5% international revenue generated last financial year.
- Attendance at Robo's first ever international trade show and Europe's largest event — TCT Show in Birmingham, expected to drive brand awareness in new markets.

Robo 3D Limited (“**Robo**” or the “**Company**”), the emerging company delivering award-winning products for the desktop segment of the 3D printing industry, is pleased to provide an update on its sales expansion strategy for international markets.

### Robo accelerates European expansion with signing more resellers

Robo is pleased to advise that it continues to press forward with accelerating its international sales expansion strategy, with the recent addition of the following new re-sellers:

- AMSolutions (Greece)
- Ciano Shapes (Italy)
- Fritech (Israel)
- ProDesktop (Poland)
- Techtris Solutions (Croatia)

Commenting on the latest additions to Robo's international sales and distribution network, Managing Director Ryan Legudi commented:

*“With the funding raised from our listing in December 2016, we set out to establish our sales presence in international markets, which we recognised as providing significant revenue upside given our historically low penetration (<5% revenue) outside of the USA. We set ourselves a target of establishing partners in 25 countries by the end of 2017, and with the progress already made since the establishment of our international sales team in March 2017, we are well on track to achieve this goal. This is an important strategic lever for our business, as opening these international markets will deliver material new revenue for our business, and cement ourselves as a leading brand in the fast-growing global 3D printing industry.”*

Since the Company's listing in December 2016, Robo has successfully expanded its sales and distribution presence into 20 countries (including our home market of the USA), adding sales channel partners as follows:

New international sales channels added				
Quarter end	Dec-16	Mar-17	Jun-17	Sep-17
New sales channel partners added	Australia (R) Canada (R) Mexico (R) Poland (R)	Canada (D) (A) Mexico (R)	Argentina (R) France (A) France (D) Italy (A) Spain (A) Turkey (R) UK (A) Venezuela (R)	Belgium (D) Brazil (R) Croatia (R) Greece (R) India (D) Israel (R) Italy (R) Luxembourg (D) Netherlands (D) Poland (R)

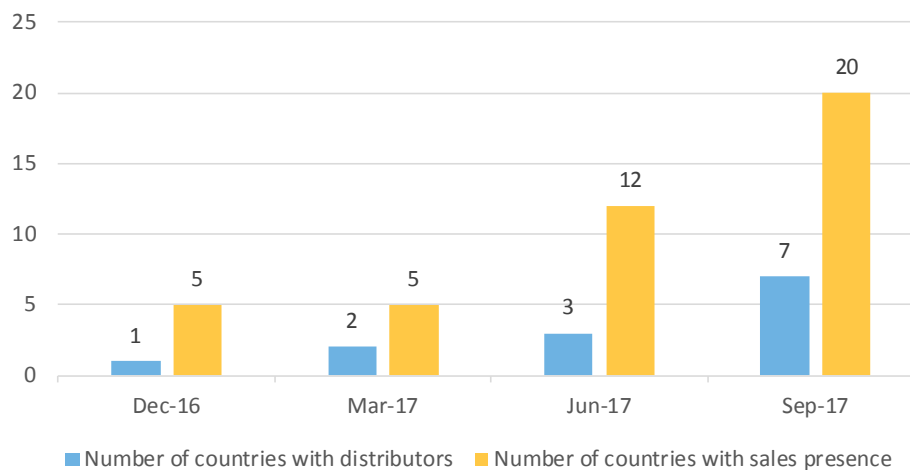
**Notes**

D: Distributor

R: Reseller

A: Amazon

Robo Sales Presence



The Company continues to actively pursue select new distributors and re-sellers, as well as strategic partners, as it looks to continue expanding its footprint in leading international markets in Europe and Asia.

### **Robo attends first international trade show**

Robo is exhibiting its latest smart 3D printers at the TCT Show, in Birmingham UK, September 26-28. Dedicated to accelerating the adoption of 3D technologies across various industries, and due to the surging demand for 3D printing in the EU, TCT Show is expected to bring thousands of visitors from over 60 countries around the globe. Robo will display and demo its latest Robo C2 and Robo R2 smart 3D printers with Wi-Fi, showcasing their integration with the Robo app and demonstrating their advanced capabilities, such as the ability to connect and print from mobile devices — specifically Chromebooks and iPads, which make them highly adaptable for various uses such as education.

“With recent partnerships with two leading European distributors, and increasing demand for 3D printing technologies in the EU, we are confident that exhibiting will bring our products to a new group of users and further establish Robo as one of the top 3D printer manufacturers in the global 3D printing space.” said Ryan Legudi, Managing Director of Robo.

Recently, Robo announced a distribution agreement with colorFabb, allowing for sales and distribution expansion into the Netherlands, Belgium, and Luxembourg — with colorFabb showcasing Robo’s printers at its booth at TCT Show. In June of this year, the company’s partnership with Sotec3D allowed the brand to expand into France, both key European markets.

— ENDS —

## FORWARD LOOKING STATEMENTS

All statements other than statements of historical fact included on this announcement including, without limitation, statements regarding future plans and objectives of Robo, are forward-looking statements. Forward-looking statements can be identified by words such as ‘anticipate’, ‘believe’, ‘could’, ‘estimate’, ‘expect’, ‘future’, ‘intend’, ‘may’, ‘opportunity’, ‘plan’, ‘potential’, ‘project’, ‘seek’, ‘will’ and other similar words that involve risks and uncertainties.

These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that are expected to take place.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management of Robo that could cause actual results to differ from the results expressed or anticipated in these statements.

## Further information

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## About Robo 3D Limited

Robo 3D Limited (**ASX: RBO**) is a company based in California, USA, focused on the design and distribution of 3D printers and associated products for the desktop segment of the 3D printing industry (**Robo**).

The company was founded in 2012 by a group of students from San Diego State University and delivered its first model to customers in 2013. Since then, Robo has grown into a leading brand in the desktop segment of the 3D printing industry, gaining significant traction online and through retail partners including Amazon and Best Buy. Robo commenced trading on the ASX on 22 December 2016.

To learn more about Robo 3D, visit: [www.robo3D.com](http://www.robo3D.com)