



12 May 2006

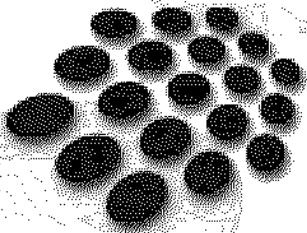
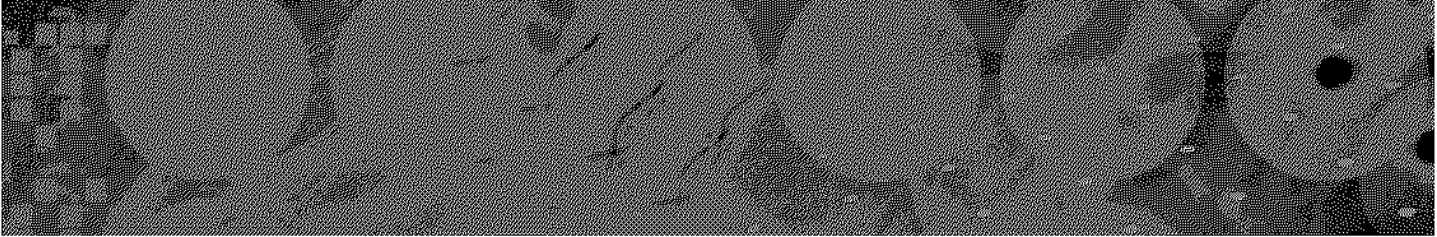
The Manager
ASX Company Announcement Office
Level 4
20 Bridge St
Sydney NSW 2000

Dear Sir

Investor Information – May 2006

Please find attached the Investor Information Presentation being delivered to analysts by Mr Ian Allen, CEO of DataDot Technology Ltd.

Graham Loughlin
Company Secretary



DataDot
TECHNOLOGY LTD

Investor Information

Ian Allen
CEO

May 2006

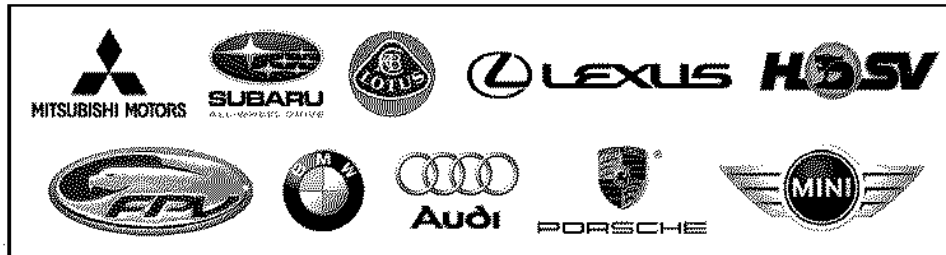
DataDot Technology

- ❖ Listed on the ASX in January 2005 at 25c per share and market capitalisation of \$39 million (fully diluted)
- ❖ Share price currently 50c and market capitalisation of \$78 million

Current Status

Australia

❖ OEs – 10 brands

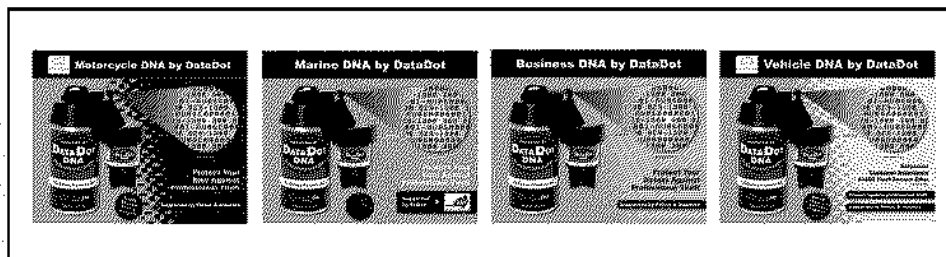


- 105,000 cars per year

❖ 3 Distributors

- DataDot AM –(Vehicle aftermarket)
- DataDot Home and Business
- DataDot Commercial

❖ 0.5 Pressure Pak – Current pipeline and pre-orders



- 1400 vehicle dealerships
- Marine Aftermarket
- Motorcycle manufacturer
- 3 Insurers – Home and commercial asset marking
- Telstra – all tools/equipment in 10,000 vans
- Leasing Companies – leased asset marking
- Indigenous Art

Current Status

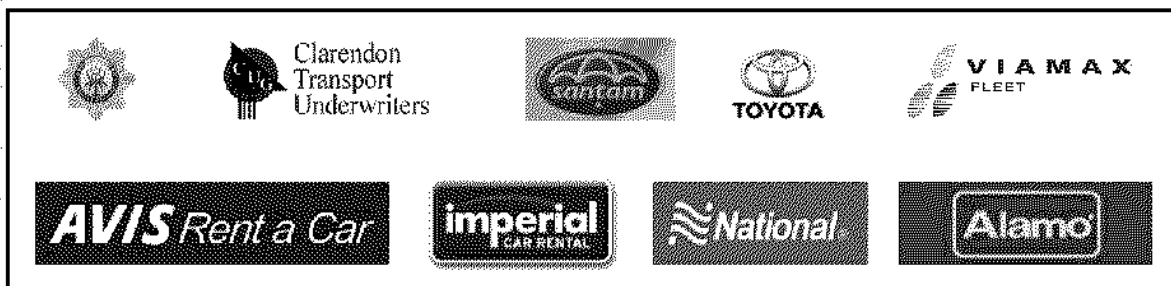
New Zealand

- ❖ New Government Policy is to compel Whole-Of-Vehicle-Marking of all imported passenger vehicles less than 15 years old – 250,000 vehicles per year – likely commencement date is January 2007.
- ❖ Rule already gazetted that marking must be achieved using multiple copies of VIN.
- ❖ Final Rule prescribing method of attaching multiple copies of VIN expected in June 2006.

Current Status

South Africa

- ❖ Currently spraying 30,000 motor vehicles annually
- ❖ Major customers include: - South African Police Service, Avis Rent a Car, Imperial Car Rental, National Alamo Car Rental, Clarendon Transport Underwriters, Santam, Toyota South Africa and Viamax Fleet Solutions



Current Status

U.S.A. / Canada

- ❖ Specific parts marking (HID headlight assemblies) for Lexus SUVs and Nissan sedans.



- ❖ Current discussions with 2 US manufacturers based in Detroit.
- ❖ Aftermarket – JM&A, Beacon, LAR and Premier are progressively releasing DataDots throughout network of 12,000 affiliated dealers.

Current Status

South America / Mexico

- ❖ **New distribution company “DataDot Mexico”**
 - Police and insurance company endorsements
 - Currently presenting to all major auto manufacturers and importers

- ❖ **Negotiating final terms for new distribution company in Brazil**
 - Expect completion by the end of May
 - Agreed minimum 50,000 units per year
 - Distributor is one of Brazil’s largest general insurers.

Current Status

Indonesia

- ❖ Honda Motor Company using DataDot labels for authentication of components and parts / accessories
- ❖ Considering expansion of DataDot program to Honda Motorcycles

HONDA
The Power of Dreams

Current Status

Taiwan

- ❖ Honda Motor Company is applying DataDotDNA (whole of vehicle marking) to all 30,000 vehicles manufactured in, and imported to, Taiwan
- ❖ Currently negotiating in China to supply 3000 vehicles per month in initial trial, growing to 10,000/month in stage 2 trial and 120,000/month after trial stage.



Current Status

Central & Eastern Europe

Lithuania - 1,000 units per month

Romania - Executed protocol with national police

- Concluding negotiations with importer of 10 brands (including Mercedes Benz, Ford, Mazda, Chrysler, Mitsubishi, Hyundai) to dot all imports

Russia - Duma passed DataDot endorsement resolution in February

- Currently awaiting Government decree

Current Status

European Union

- ❖ Distributors appointed in Scandinavia, Austria, Poland and Netherlands
- ❖ EU Whole-Of-Vehicle-Marking Committee lodged Draft EU WOVM Directive with Brussels in December. Hearings on submission commenced in April.

Current Status

Robotic Application

- ❖ Awaiting confirmation of AusIndustry grant of \$1.5 million
- ❖ NMVTRC grant of \$500,000 approved
- ❖ IAG has offered pre-emptive premium discounts of a minimum 2%
- ❖ Now at crucial juncture of finalising and submitting commercial proposal for production trial to manufacturers

Current Status

Pressure Pak – 0.5mm Dot

- ❖ Pressure Pak will open significant market segments in vehicle aftermarket, motorcycles, marine, utility, home and office assets

- ❖ Current discussions and pre-orders
 - 2 insurers
 - 1 commercial lessor
 - Telstra
 - Indigenous art
 - Motorcycle manufacturer
 - Vehicle dealer network

Current Status

Laser Sled

Moving laser imaging in-house will:

- ❖ Eliminate reliance on key supplier
- ❖ Create end-to-end manufacturing portability
- ❖ Increase efficiency – reduce unit cost
- ❖ Increase productivity – more dots per unit of raw material

Strategic Benefits – risk reduction and portability

Operational Benefit – wider margin