DataDot
TECHNOLOGY LTD

Flexible Asset Protection Solutions

for Manufacturers, Brand Owners, Distributors, Utilities, Defence & Governments

DataDotDNA

- World LEADERS in IDENTIFICATION TECHNOLOGY
- Creation of a Global Market
- Advantage of FIRST mover
- Australian based – ASX listed since January 2005
- Now Operating in 30 countries and expanding rapidly

  Original Target Market:
  - Global automotive companies
- Problems We Solve:
  - Diversion, illegal overruns (3rd shift), illegal warranty claims, grey marketing,counterfeiting, theft, vehicle rebirthing, organised retail theft

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DataDotDNA IP

- Proven technology
- Protected IP
- Scalability
- Manufacturing system easily replicated
- DataTraceDNA - A powerful JV alliance with the CSIRO

Protected by
Datatrace[DNA]
Digital Nanoparticle Authentication

The Numbers

Global Market Growth Forecasts

- Counterfeiting costs business $100 billion today
- By 2012 more than $500 billion
- Car theft in Australia c.$300m per yr

DataDot Growth Potential:

- Sales of goods increased from $5.4m in 05 FY to $10.5M in 07 FY (94% inc).
- South Africa experiencing rapid revenue growth (07 FY 135% inc)
- Australasia strong revenue growth (07 FY 42% Inc)
- 07 FY Core EBITDA shows 169% improvement on prior 06 FY
- DatatraceDNA adds exciting new market opportunities

"Manufacturers, distributors & retailers are being forced to think about protection of their products in the same way that central banks think about protecting their currency."

Ian Allen, CEO DataDotDNA

About DatatraceDNA

- Inert and invisible Tracers that are incorporated into the molecular structure of a product
- Inorganic, clear and tough enough to persist in any conditions for the life of the product
- DatatraceDNA can be added to a wide range of materials and products including paints, coatings, polymers, adhesives, cement, explosives, paper, packaging and many more…
- Our portable digital reader, The Authenticator *(pictured right),* is a powerful smart device that instantly validates a product containing DatatraceDNA

The Future

2008 and Beyond Vision:

"To provide organisations with the tools and systems to protect their assets & intellectual property and to enforce their manufacturing, licensing & distribution contracts"

Target industries globally include motor vehicle, marine, pharma, spare parts, high security, cosmetics, defence, aerospace, and textiles.

Strategy

- Transitioning from a one product company to a multi-product company solving broader and larger problems for global corporations

Tactics

- add complementary security products from CSIRO and other sources
- vertical integration to achieve production savings
- think globally, act locally
- focus on the northern hemisphere
- carefully manage growth, secure adequate capital
- continue to innovate and refine products to meet market needs
- leverage customer, partner & investor business networks
- expand our channel & direct sales staff
- develop & enhance marketing collateral & programs
- Partner with Governments and Police Agencies
- Partner with secure local established companies to manufacture and distribute DataDots and DataTrace

Thank you

Annexure

- Corporate
- Sales
- Sale of Goods by Segments
- Unit Sales

Corporate

Shares on issue		149,577,480

Market cap	$0.225	$ 33,654,933

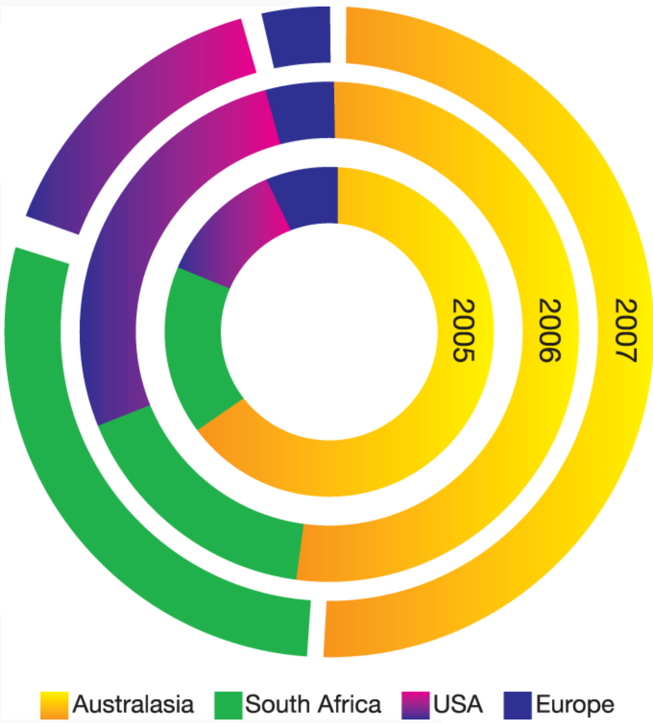
Top 20	59.93%	89,638,796

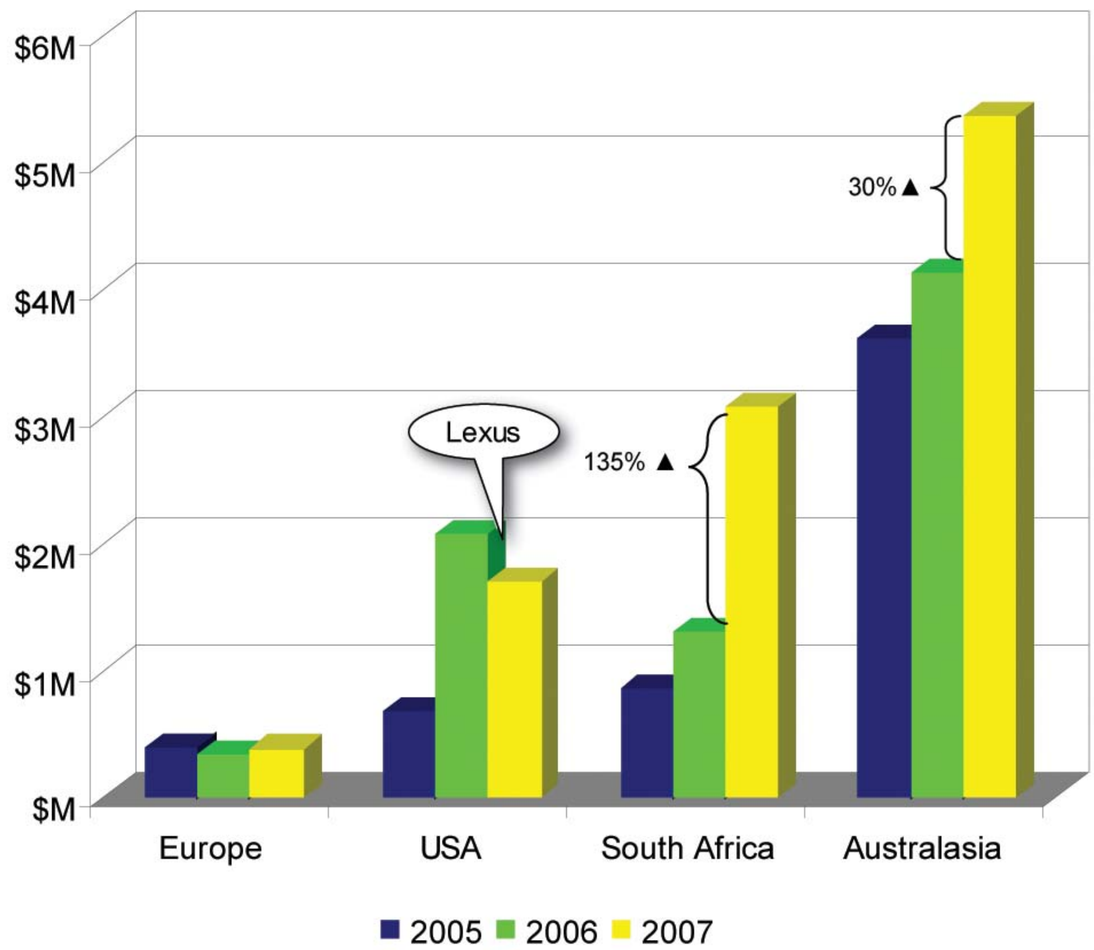
Options Issued	20,418,000
Management	13,068,000
KTM Capital Pty Ltd & related parties	7,350,000

Sales

- Sale of Goods ▲34% on STLY
- Yamaha returned as customer in Oct 06
- Decline in revenue due to Lexus recall ending

Sale of Goods by Segments





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Unit Sales