

DataDot
TECHNOLOGY LTD



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Past performance is not a reliable indication of future performance.

DataDot Technology Limited – Overview

DataDot Technology Limited (DataDot):

- Australian stock exchange listed in 2005 (ASX:DDT).
- Market capitalisation ~\$13 million.
- Governance
 - Management revamp in 2009.
 - Board re-structure in 2009/2010 – independent and broader skill set¹.
 - Supportive major shareholder base.
- Leading technologies (including CSIRO licensed DataTraceDNA technology).
- Revised strategy with a strong focus on top line growth.
- Well positioned for growth, making a profit in the past 12 months despite GFC having strong impact in three of our major markets, and widespread auto industry turmoil in the past 2 years.

DataDot Technology Limited - Mission

Mission Statement:

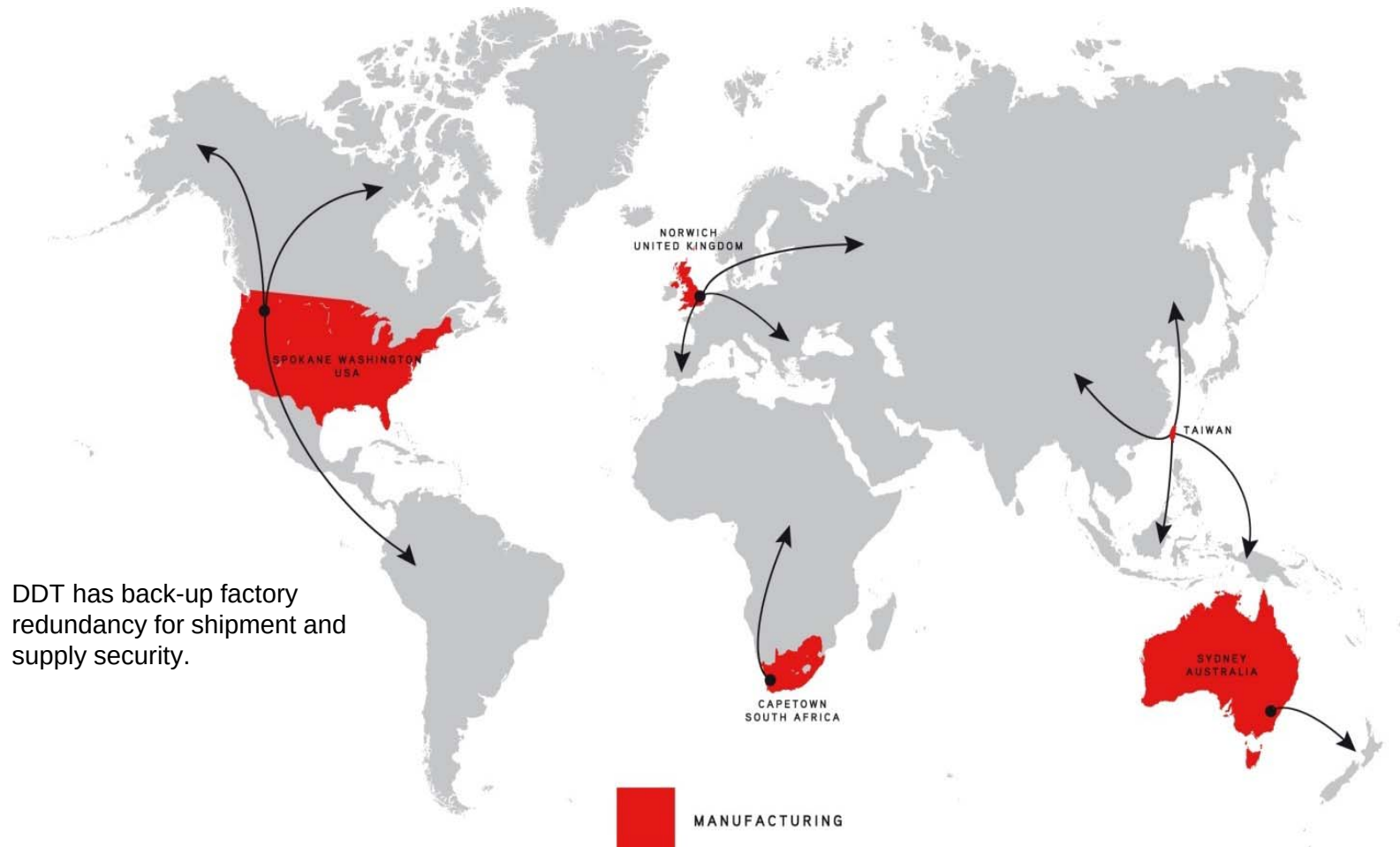
To provide customer - focused asset risk management solutions for:

- Asset identification,
- Protection,
- Authentication and
- Prosecution and discrimination solutions for environmental protection.

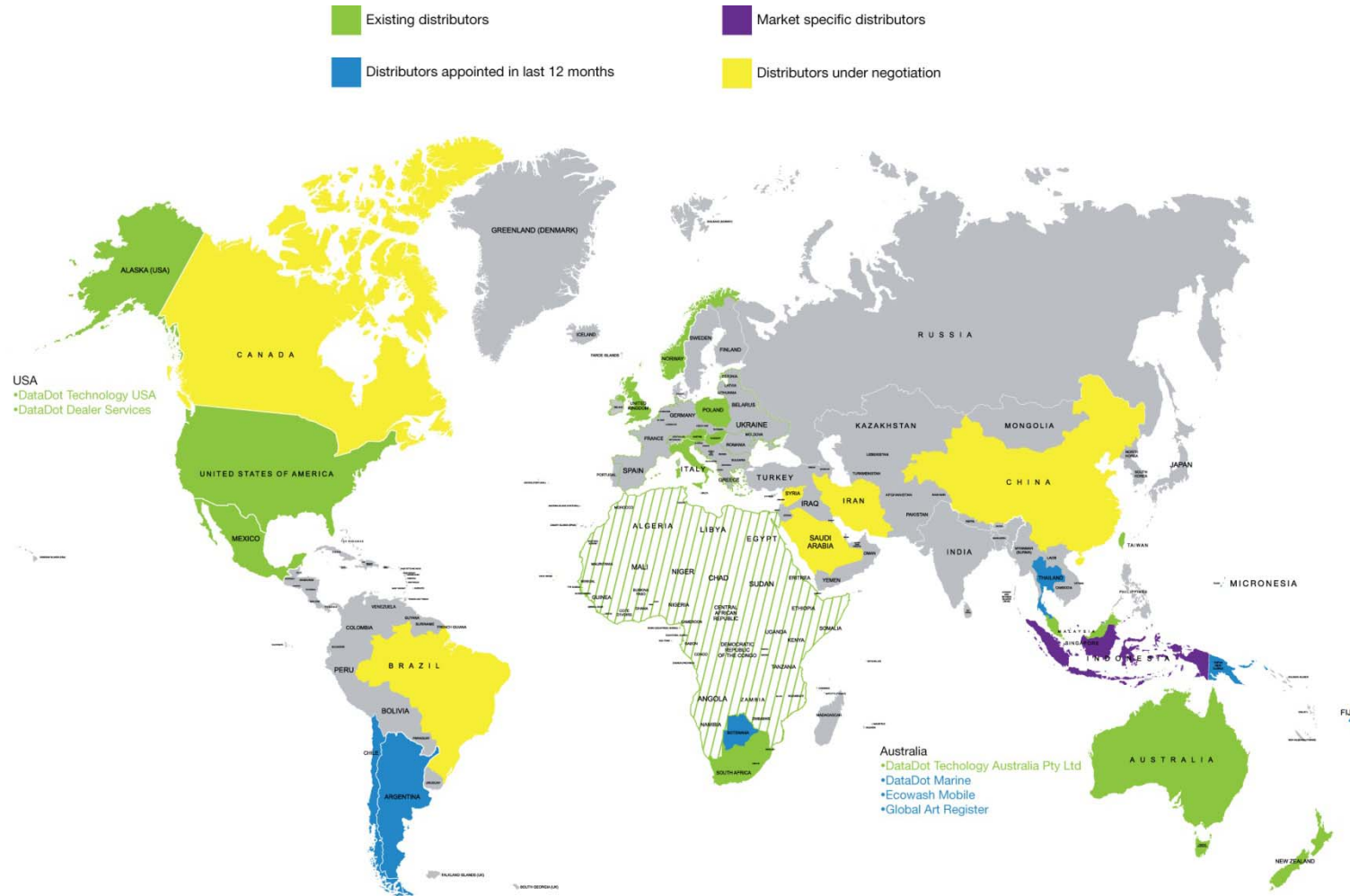
DataDot also provides leading Asset Management services and software solutions through partnership arrangements.

DataDot provides theft deterrence and anti-counterfeit solutions in the developing world and anti-counterfeit, theft and warranty solutions in the developed world.

Our Global Network – Manufacturing²



Our Global Network - Distribution



Our Five Year Strategy

Four key outcomes:

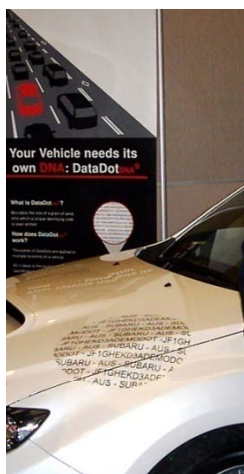
1. Aggressively grow legacy microdot product globally – significant opportunity to grow from the current stable base.
2. Package DataDots into innovative financial and insurance solutions.
3. Develop new products and applications using patents to protect intellectual property as necessary.
4. Aggressively grow CSIRO-licensed DataTracedDNA technology.

Our Products:

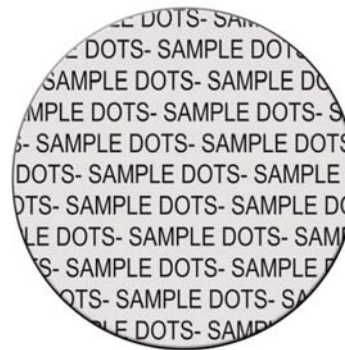
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1. DataDotDNA®

Secure solutions for asset protection, authentication and identification.



- DataDot_{DNA}[®] and DataDot Metallic
- DataThread_{DNA}[™]
- DataBase_{DNA}
- Asset_{DNA} & baseline software
- DD Secure[™]



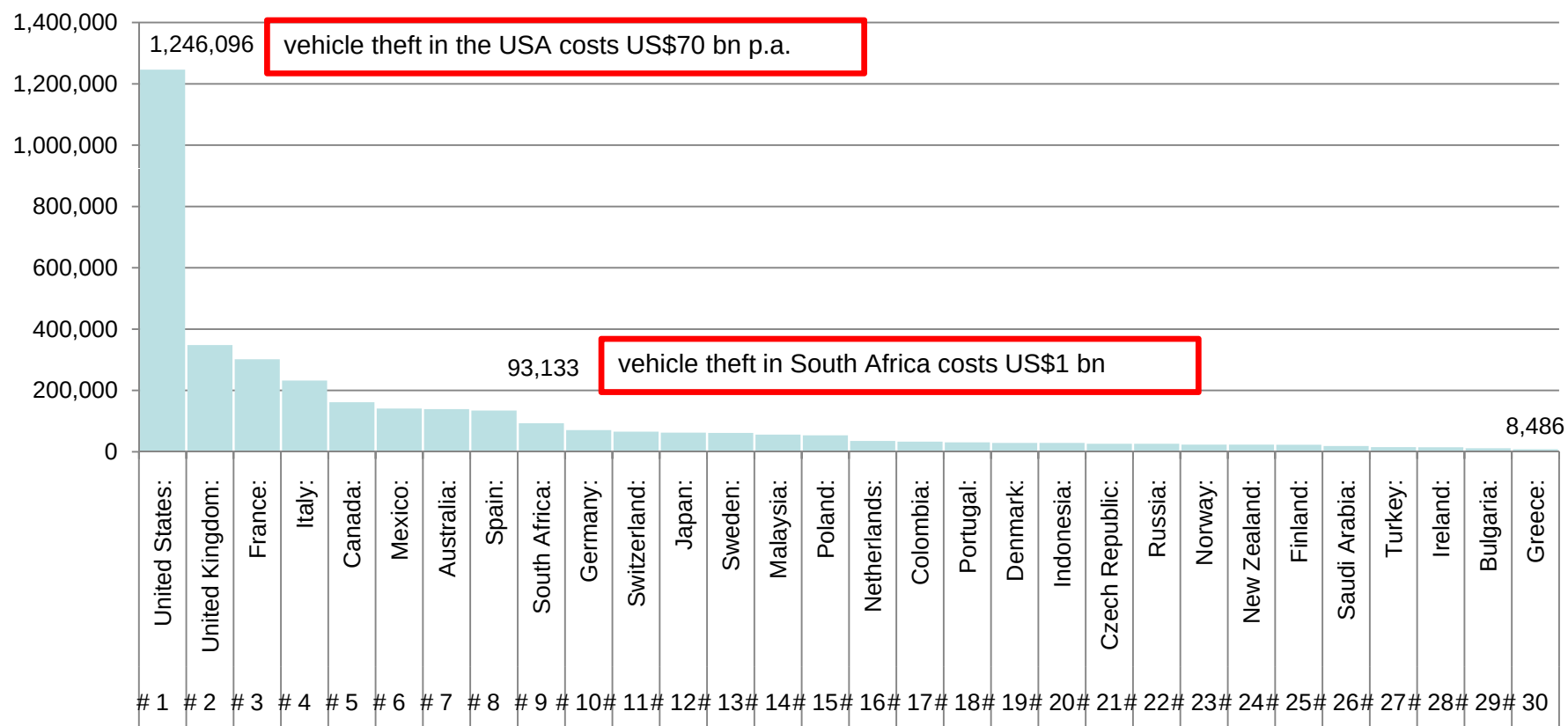
**Actual Size
1mm**

Magnified DataDot



Reported car theft in the top 73 countries amounts to 3.59 million cars p.a.

Car Thefts - total p.a., top 30, ranked by country



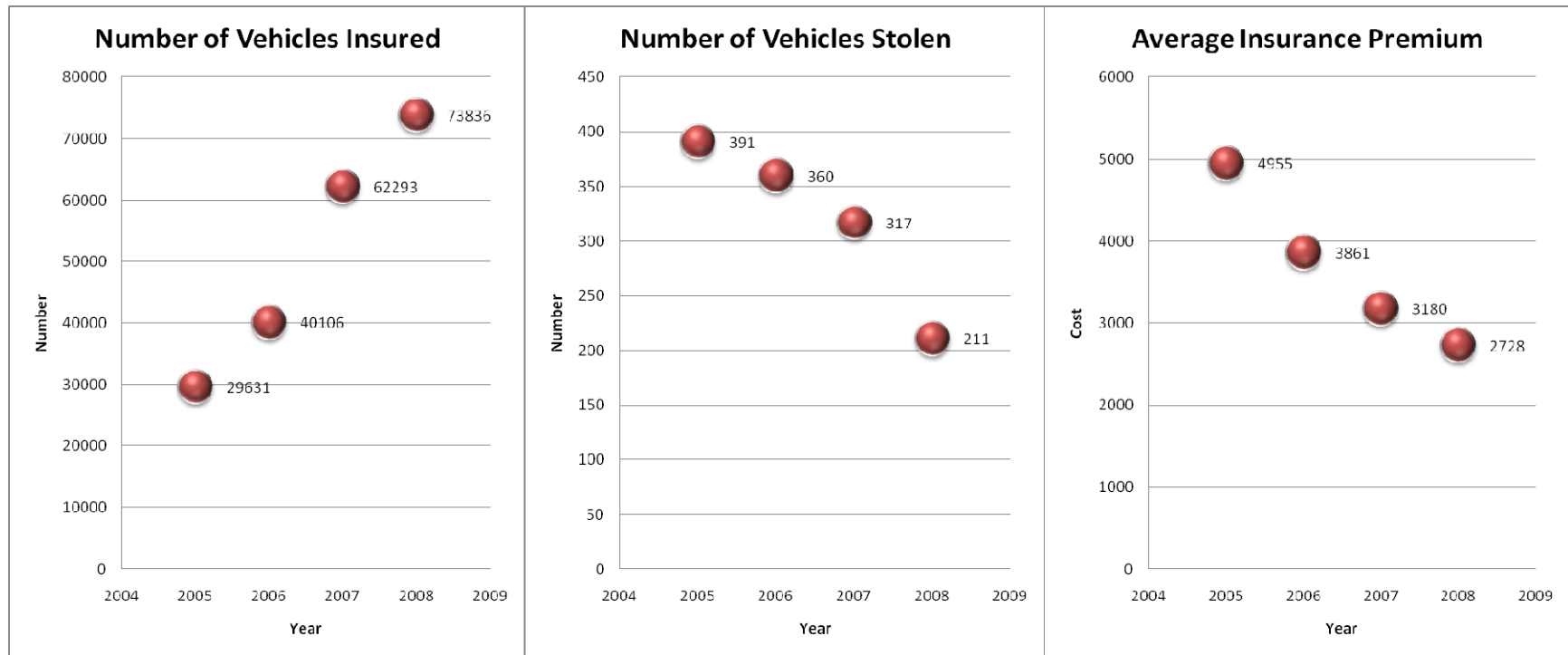
DataDotDNA® - Future market pipeline

Aggressive Growth of the DataDot Distribution Network

- Continue to target five to ten new supported and resourced territories per year, concentrating effort on highest theft countries.
- Establish strategic partnerships with other asset protection technology providers.
- New Distributors in:
 - Argentina
 - Chile
 - Thailand
 - Micronesia and Fiji
- New Distribution Agreements under negotiation in:
 - China, Brazil, Lebanon, Ukraine, Iran



Example of impact of DataDots on theft and insurance premiums, major auto customer Taiwan



DataDotDNA[®]

OEM Customers - Australia



DataDotDNA[®]

OEM Customers – South Africa



OEM Customers – Asia



DataDotDNA®

OEM Customers – Europe



OEM Customers – South America



2. DataTrace^{DNA}

Digital Nanoparticle Authentication

A leading global solution incorporating CSIRO patented technology

- Joint venture company with CSIRO
- Engineered micro particles with unique tracers
- Unique physical properties – not replicable
- Presence and concentration detectable by specially developed portable detector



DataTrace^{DNA} has developed a range of world-class solutions for authentication and brand protection.

- Casino chips
- Drug anti-counterfeiting
- Textiles such as fashion threads and carpets
- High security printing
- Bulk material product identification
- Agricultural seeds

International Anti-Counterfeiting Coalition estimates counterfeiting to cost US Businesses US\$200 to \$500 bn p.a.

- Continued growth through additional international distribution agreements.
- Client funded R&D work using innovative laser analysis techniques.
- New patent pending system for product authentication.



Cable Manufacturer & Owner Identification

AuthentiCable™ is a patent-pending innovation for the global cable industry.

Manufacturers and owners can now incorporate owner and batch identities into cables.

AuthentiCable™ provides legal proof of who made and who owns it.

At Left and below:

- ▶ Clear polymer mono-filaments
- ▶ 0.8mm diameter
- ▶ Containing DataDotDNA® Metallic dots at intervals
- ▶ DataDotDNA® Metallic Dot below with a 6 digit alphanumeric PIN code
- ▶ DataTraceDNA® incorporated into the filament



Theft of copper cable is a US\$1bn p.a. annual problem in Africa alone.

“AuthentiCable™ is jointly developed & patented by Holomatrix Pty Ltd [South Africa] and DataTraceDNA Pty Ltd [Australia]”

3. AgTechnix - Our Products

Global seed industry security, coating and seed enhancement

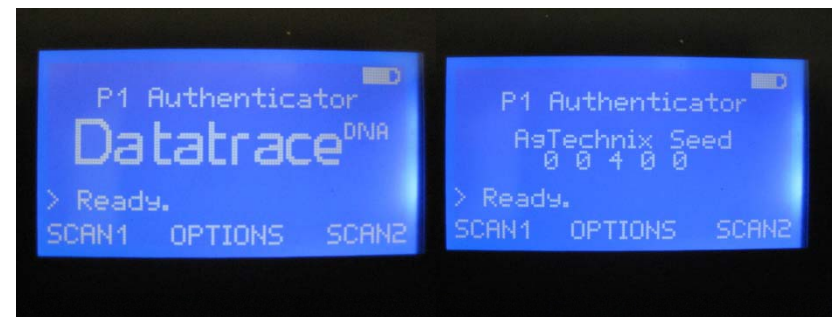
- IntelliSeed™
- IntelliBright
- Seedworx, SeedXcell, Seed enhancement products
- IntelliGlow
- IntelliLabel
- DataBaseDNA and baseLine™



Global seed industry is US\$38bn pa, counterfeiting of seeds ranges from 30% to 65 % in developing countries.



- **IntelliSeed** in combination with **Seedworx** products can invisibly mark seeds
- Unique reader technology can identify each individual seed

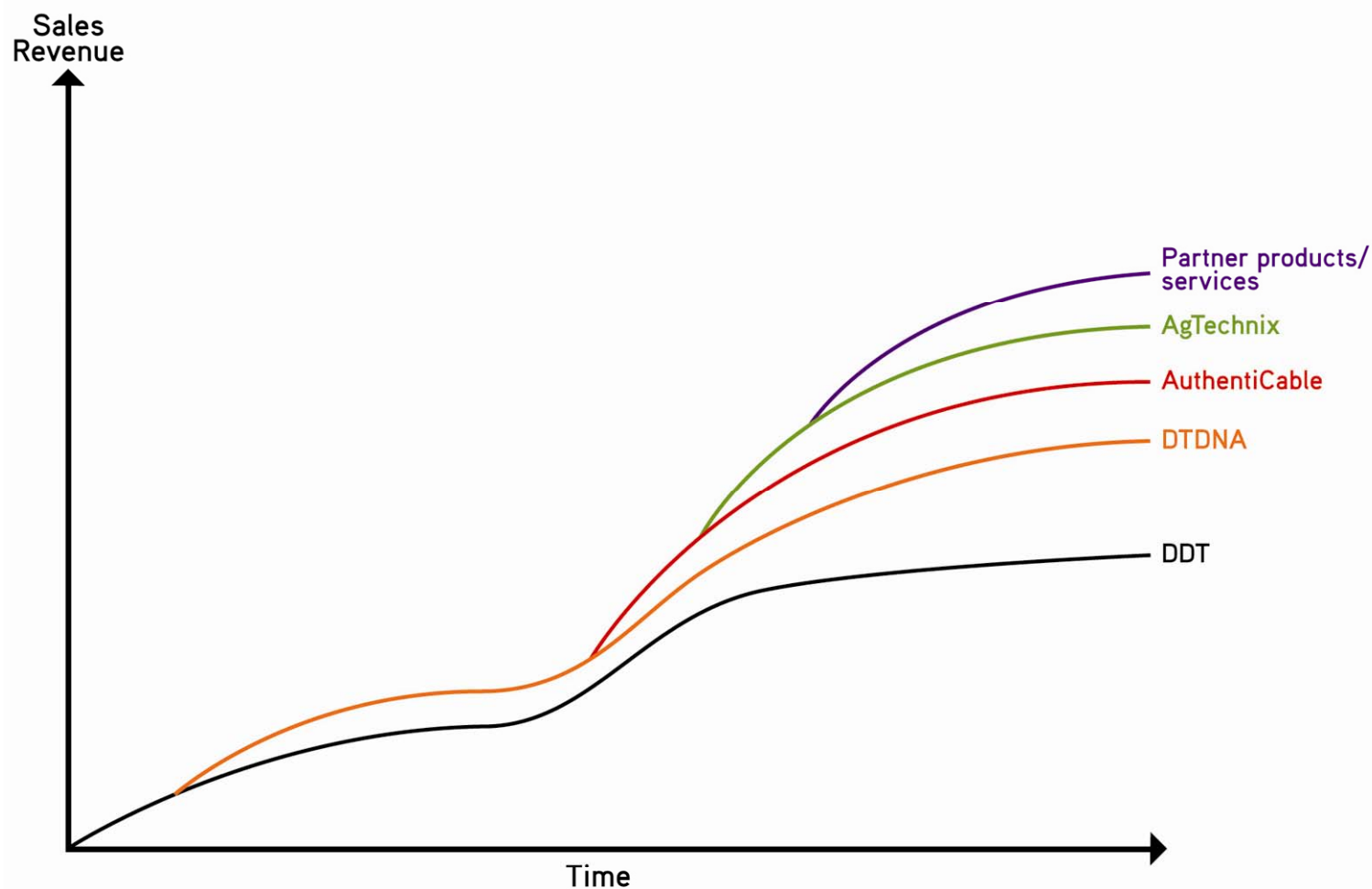


4. Partners

- Relegen Pty Ltd
 - baseLine – Asset Management Software
 - AssetDNA™
- Crime Stoppers
 - Crime Stoppers Brand
 - 3 year agreement
 - Co-branding



DataDot Technology – Stylised Growth Horizons



DataDot Technology Limited – Consolidated Financial Results

DataDot Technology is now a profitable, cash generating business.

(A\$000's)

• Revenues	↑ 23%	8,160	to	10,011
• Gross Profit	↑ 39%	4,788	to	6,667
• Operating Expenses	↓ 16%	6,148	to	5,180
• Net Profit after Tax	↑	(10,817)	to	931
• EBITDA	↑	(9,187)	to	1,287
• EBITDA (excl. EI)	↑	(429)	to	1,490
• Cash at bank	↑ 136%	761	to	1,796
• Total Assets	↑ 10%	4,667	to	5,140
• Net Assets	↑ 41%	2,260	to	3,171
• Operating cashflow	↑ by 4,257			
[Outflows in 2009 of 2,383 : inflows in 2010 of 1,875]				

DataDot Technology Limited - Financial Results

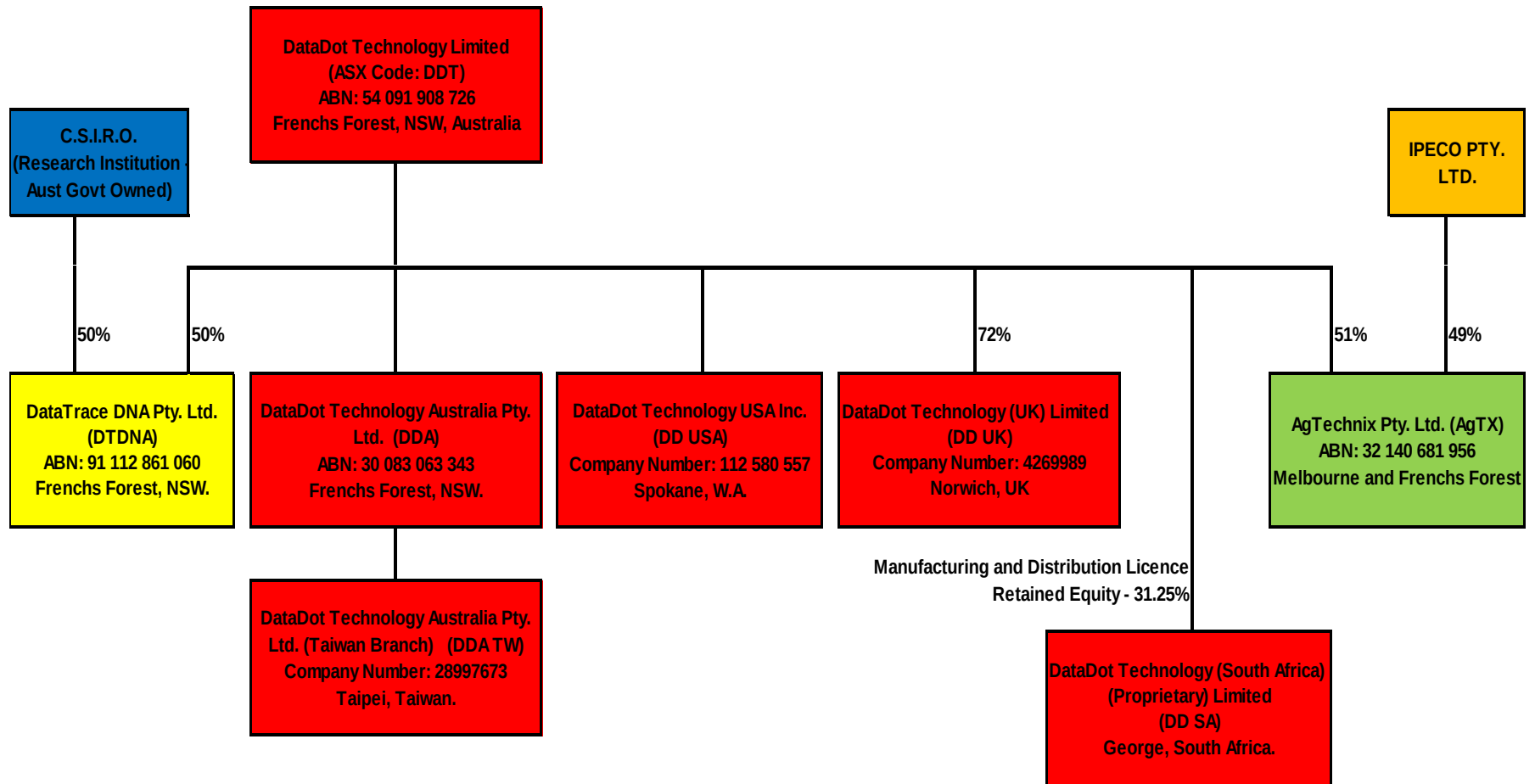
A\$000's (Continuing Operations)	2010	2009	\$000's chg 2010 vs. 2009
Revenues	10,011	8,160	1,851
Gross Profit	6,667	4,788	1,879
Net Profit after Tax	931	(10,817)	11,748
EBITDA	1,287	(9,187)	10,474
EBITDA (excl. extraordinary items)	1,490	(429)	1,919
Cash	1,796	761	1,035
Total Assets	5,140	4,667	472
Net Assets	3,171	2,252	919
Operating Cashflow	1,875	(2,383)	4,258
Current Ratio	3.07	2.16	
Return on Total Assets (%)	19.4%	(205.2%)	

Summary

- DataDot Technology Limited group:
 - ✓ Restructured, lean and re-focused on growth,
 - ✓ Working to a five year business plan, and
 - ✓ Delivering a profit and generating cash.
- DataTrace:
 - ✓ Commercialised and accepted technology,
 - ✓ Stable existing customer base, and
 - ✓ Growing revenue with exciting product pipelines.
- AgTechnix:
 - ✓ New – paradigm shifting patent pending technology,
 - ✓ First “blue chip” multi-national customer, and
 - ✓ Technology under trial with multiple customers.

Appendices

DataDot Technology Limited group structure



DD Secure: The system for business asset & property protection



The DD Secure system is designed for:

- ✓ Business and retail premises
 - ✓ Construction and infrastructure sites
 - ✓ Council, utility and telecom sites
 - ✓ Hire and rental sites
 - ✓ Farm and agricultural equipment
 - ✓ Tradespersons vehicles
 - ✓ Trucks and trailers
 - ✓ Marinas
 - ✓ School and university campuses
 - ✓ Government facilities
 - ✓ Business sites suffering from theft
 - ✓ Residential premises
- DataDot Technology Ltd is an Australian public company operating globally and specialising in asset and property identification and protection.
 - Building on that commanding position, the company with the support of Crime Stoppers Australia has developed the DD Secure System, enabling organisations to:
 - ✓ Control their assets
 - ✓ Reduce business costs
 - ✓ Ensure assets are readily identifiable and recoverable

- Applications

DataTrace is an engineered particle that generates unique digital codes. The particle is invisible to the naked eye and is suitable for a number of authentication applications.

- Brand Protection from counterfeiting, diversion and 3rd shift.
- Solvent and water based lacquers in a variety of applicators.
- Surfactant package for paints and coatings.
- Masterbatch for polymers.
- Powder for all other applications.

Vector	Applications
Ink	Liquid surfactant or powder
Polymer	Masterbatch
Paints & Coatings	Liquid surfactant or powder
Fibre	Masterbatch
Paper & Packaging	Liquid surfactant or powder
Explosives	Powder
Metal/Glass	Powder for Dynamic Metalization process
Concrete	Liquid surfactant or powder

DataTrace^{DNA} has lodged a patent application in May 2010 for a new automated method of product authentication that will enable confirmation of the integrity of both natural and man-made items.

- The system operates on the detection of characteristic spectral responses and/or the presence of contaminants. The patent-pending system will facilitate and extend DataTrace^{DNA}'s offering of services to organisations that need, or wish, to have strong scientific proof of the origin of an item or product.
- The new DataTrace^{DNA} system will appeal to industries and companies concerned with the quality of their products, who wish to be certain they can unequivocally prove the purity, quality and provenance of products.
- The new technology will also allow companies charged with whole-of-life maintenance of materials to authenticate and vet their input waste streams.
- This capability will ensure that companies do not inherit liability for the safe disposal of competitor or generic products or materials.



Cable Manufacturer & Owner Identification

PHYSICAL CHARACTERISTICS

- ✓ Excellent ease of application on existing conductor manufacturing lines
- ✓ No microdot contamination during application process
- ✓ Dimensionally stable under conditions of varying humidity
- ✓ Excellent data recognition via holographic features and unique numbering/coding
- ✓ The nickel microdots are resilient to extreme heat and cold

SPECIAL CHARACTERISTICS

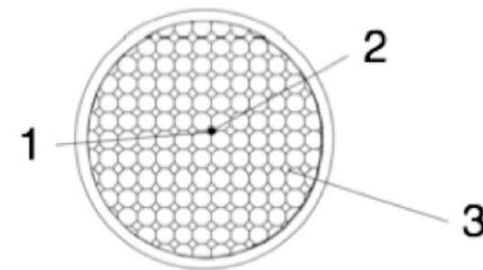
- ✓ Microdots are resilient to extreme temperatures
- ✓ Even when they nylon melts the microdots are glued to the surface of the copper
- ✓ Holographic microdots are unique and acceptable in a court of law as irrefutable evidence

OPTICAL CHARACTERISTICS

- ✓ Transparent
- ✓ Includes UV marker and a unique DNA forensic code that is machine-readable
- ✓ Holographic Microdot replays various features such as:
 - ✓ Color shift
 - ✓ Flip flop effect
 - ✓ Laser verification features
 - ✓ Black / holographic micro-text

CROSS SECTION OF COPPER CONDUCTOR

- A side view of MSF
- An additional reel is provided for a filament (2) according to the MSF. The filament carries a great number of microdots and a covert code using DataTracedNA and this filament is also fed into the guide so that it forms a central core (1) to be twisted to form a cable (3).



"AuthentiCable™ is jointly developed & patented by Holomatrix Pty Ltd [South Africa] and DataTracedNA Pty Ltd [Australia]"

DataDot Technology Limited – Board

Mr Bruce Rathie B.Com., LL.B., MBA, Grad Dip CSP, SA Fin., FAICD, FAIM Independent Non-Executive Director and Chairman

Mr Rathie joined the Board as a non-executive Director and Chairman on 16 October 2009. He has held several senior positions in investment banking and commercial law including: Managing Director, Jardine Fleming Australia Capital Ltd; Director, Corporate Finance, Ord Minnett Inc; and Director, Investment Banking, Salomon Brothers/Salomon Smith Barney Australia. In addition to listed Directorships below, Mr Rathie is a Director of EFTPOS Payments Australia Limited and Capricorn Society Limited. He is Chairman of the Remuneration & Nomination Committee and a member of the Audit and Risk Management Committee. During the past four years Mr Rathie has also served as a director of the following listed companies:

- Anteo Diagnostics Limited - Appointed 1 July 2006: Resigned 31 August 2009
- Calzada Limited * - Appointed 18 February 2010
- Compumedics Limited - Appointed 21 October 2004: Resigned 31 December 2006
- USCOM Limited * – Appointed 1 December 2006

Mr Ben Bootle, B.Agr.Ec., M.Agr.Ec, Nuffield Scholar, GAICD. Managing Director and Chief Executive Officer

Mr Bootle holds Bachelor and Master Degrees in Agricultural Economics and was a Nuffield Scholar in 2001. Ben is a Graduate of the Institute of Company Directors. He was previously Chief Executive Officer of the Perich Group of Companies, whose business interests cover agriculture, mining, manufacturing, medical research, motor racing circuit operation and property development. Mr Bootle was previously a Director of Gargaloo Pty Ltd and has held the following positions: Chairman of Macquarie River Food & Fibre Association Inc.; Chairman of Macquarie Valley Riparian Irrigator's Association; Economic Consultant (1994 to 2000) and Research Economist with the Department of Agriculture. Mr. Bootle has previous ASX listed company experience as an Alternate Director of Freedom Nutritional Products Limited.

DataDot Technology Limited – Board

Ms Alison Coutts B.E (Chem), MBA, Grad Dip Biotech

Independent Non-Executive Director

Ms Coutts joined the Board as a non-executive Director on the 1st July 2010. Ms Coutts has degrees in Chemical Engineering and Business Administration, a Graduate Diploma in Biotechnology and extensive experience across a number of industry sectors and disciplines. This includes international engineering project management with Bechtel Corporation in the UK, USA and NZ, strategy consulting, management training and organisational structuring with Boston Consulting Group, and executive search with Egon Zehnder. Ms Coutts has worked more recently in finance and investment banking, with a special focus on assisting young innovative companies with the development and implementation of their growth strategies and commercialisation of their technologies. She is a member of the Audit and Risk Management Committee and the Remuneration and Nomination Committee. Ms Coutts is Chair of CSIRO's Health Sector Advisory Council. During the past four years Mrs Coutts has also served as a Director of the following listed company:

- Clean Global Energy Limited

Mr Gary Flowers B.Comm., LL.B., FAICD

Independent Non-Executive Director

Mr Flowers joined the Board as a non-executive Director on the 27th November 2007. Until 2007 Mr Flowers was Managing Director and CEO of Australian Rugby Union, CEO of SANZAR and a Council Member of the International Rugby Board. He was previously National Managing Partner of Sparke Helmore Lawyers. He is currently Non-Executive Director and Chairman of DataTraceDNA Pty Limited, Chairman of the Advisory Board to Mainbrace Constructions Pty. Ltd, Director of Ethiad Stadium and Chief Operating Officer for the Mirvac Group. He was Chairman of the former Audit Committee, is Chairman of the Audit and Risk Management Committee and is a member of the Remuneration and Nomination Committee.