

DataDot
TECHNOLOGY LTD



Annual General Meeting – 26 November 2010

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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:

Issued Capital

Presently issued	344.0 m shares
CSIRO issue	33.7 m shares
\$3m cap raising	73.2 m shares
Total post December 2010	450.9 m shares

- Market capitalisation = \$20.2 million (451 m shares @ 4.5 cents per share)

DataDot Technology Limited - Focus

Business focus:

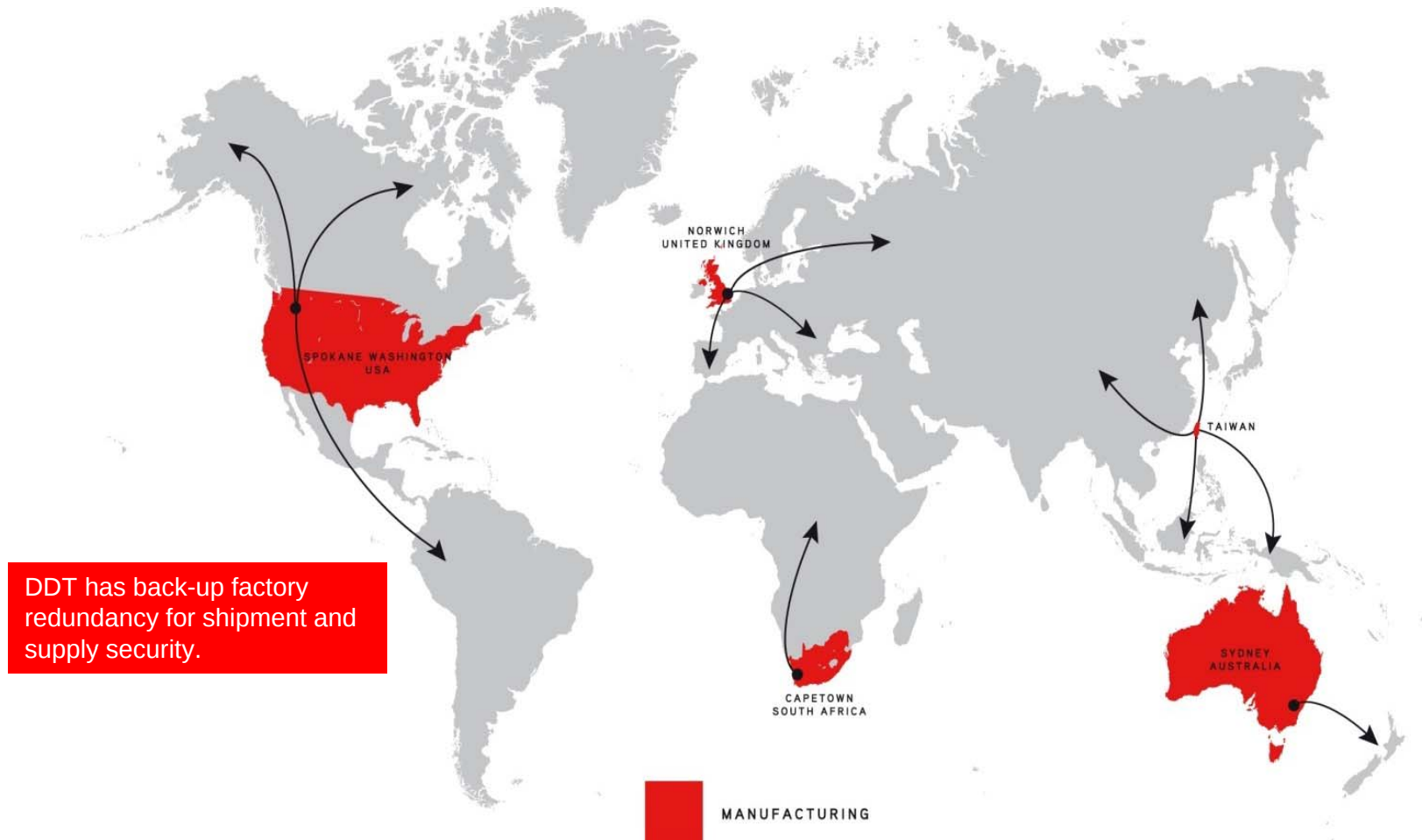
To provide customer – focused solutions for:

- Asset identification.
- Protection.
- Authentication.
- Prosecution solutions for environmental protection.

Risk Management Solutions:

DataDot provides theft deterrence, anti-counterfeit and fraud protection solutions for clients globally.

Manufacturing Network



DataDot Technology Limited - five year strategy

Five key drivers:

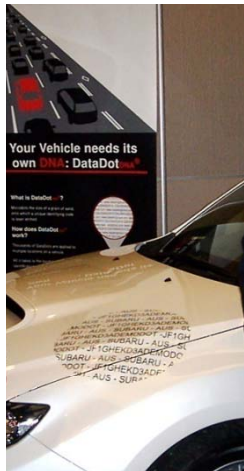
1. Aggressively grow microdot product globally – significant opportunity to grow from the current stable and expanding base,
2. Package DataDots into innovative solutions for the management of risk in financial and insurance solutions,
3. Develop new products and applications using patents, trade marks and trade secrets to protect intellectual property,
4. Aggressively grow DataTraced_{DNA} technology, and
5. Expand the growth of AgTechnix business.

Our main products (DataDot Group):

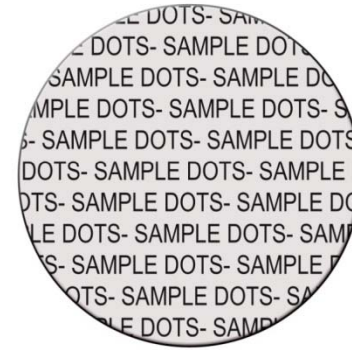
1. **DataDotDNA[®]** Proprietary & Patented IP
2. **DataTraceDNA**
Forensic Marking Systems
 Proprietary and patent pending IP
3.  **AuthentiCable[™]** Proprietary and patent pending IP
4.  **AgTechnix** Proprietary and patent pending IP

1.

Secure solutions for asset protection, authentication and identification.

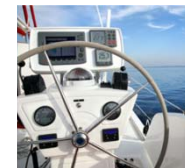


- DataDot_{DNA}[®] and DataDot Metallic
- DataThread_{DNA}[™]
- DataBase_{DNA}
- assetDNA & baseLINE software
- DD Secure[™]



**Actual Size
1mm**

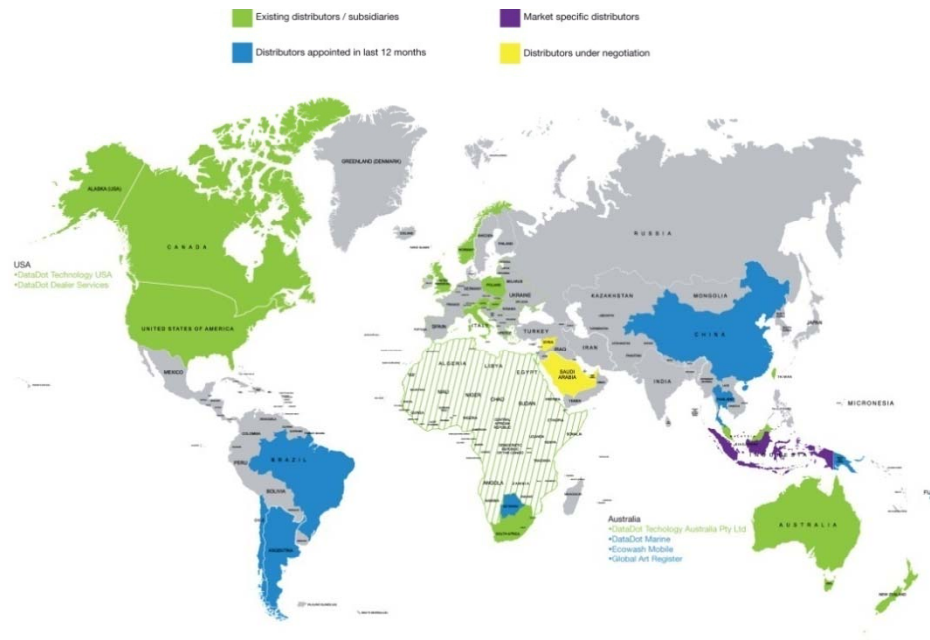
Magnified DataDot



DataDotDNA[®] - Future market pipeline

Pushing strategic growth of the distribution network

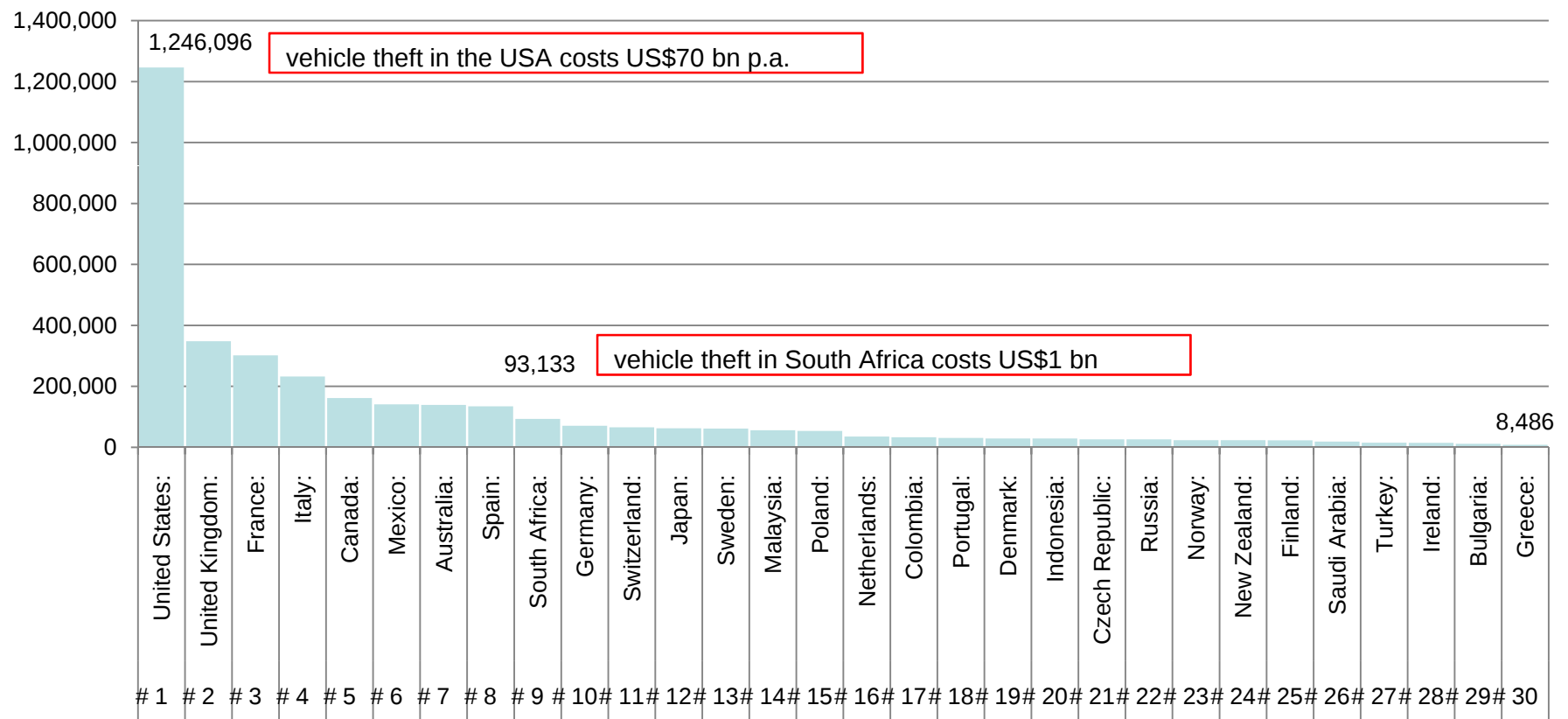
- Continue to support and resource territories in strategic high theft countries.
- New business development resources in USA, Canada and Australia.
- New distributors in:
 - Argentina,
 - Brazil,
 - Chile,
 - China,
 - Fiji,
 - Micronesia,
 - Thailand, and
 - renewed contract in USA.



DataDotDNA[®] - The market size in motor vehicle theft

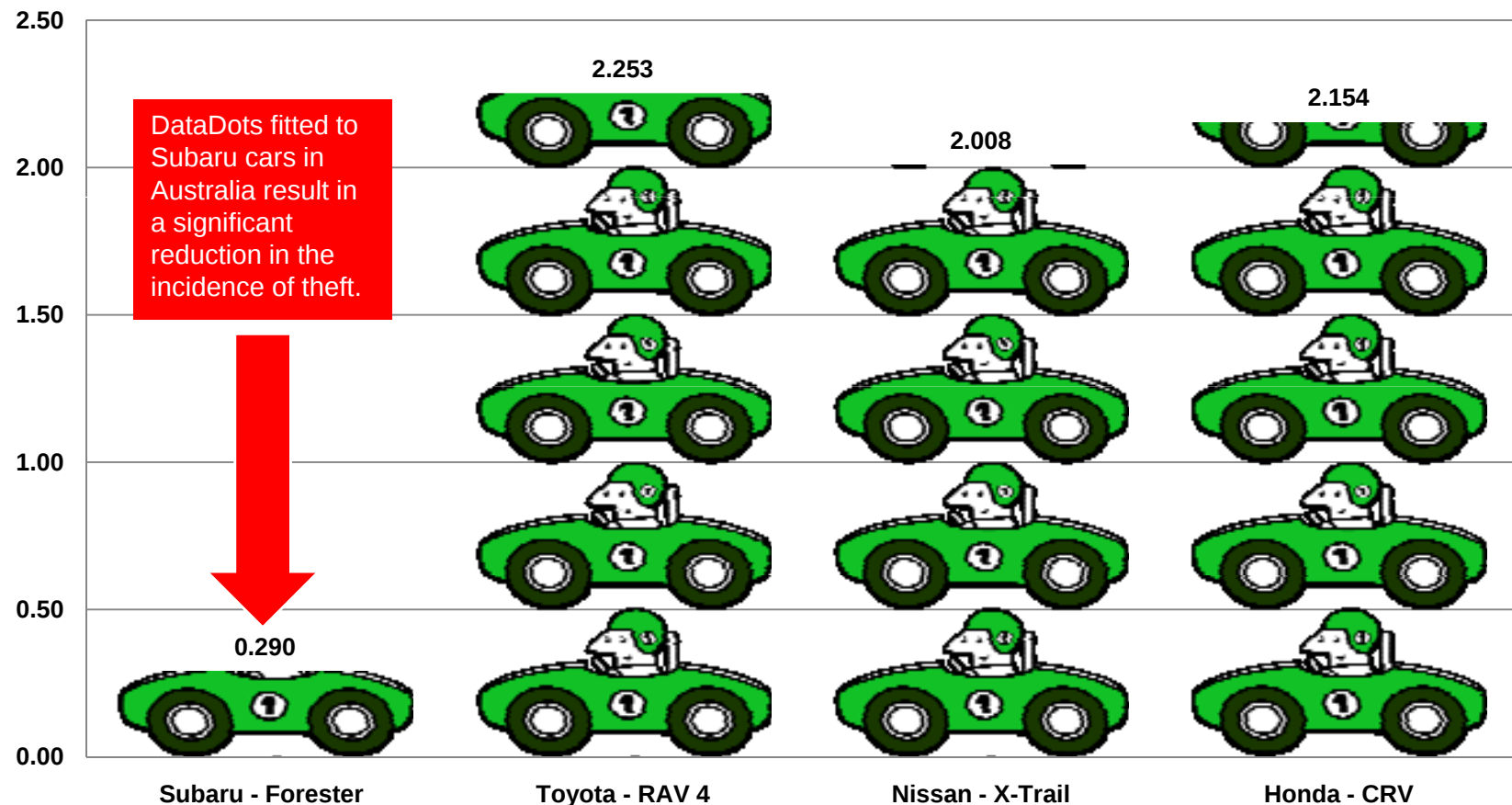
Reported car theft in the top 73 countries amounts to 3.59 million cars p.a.

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

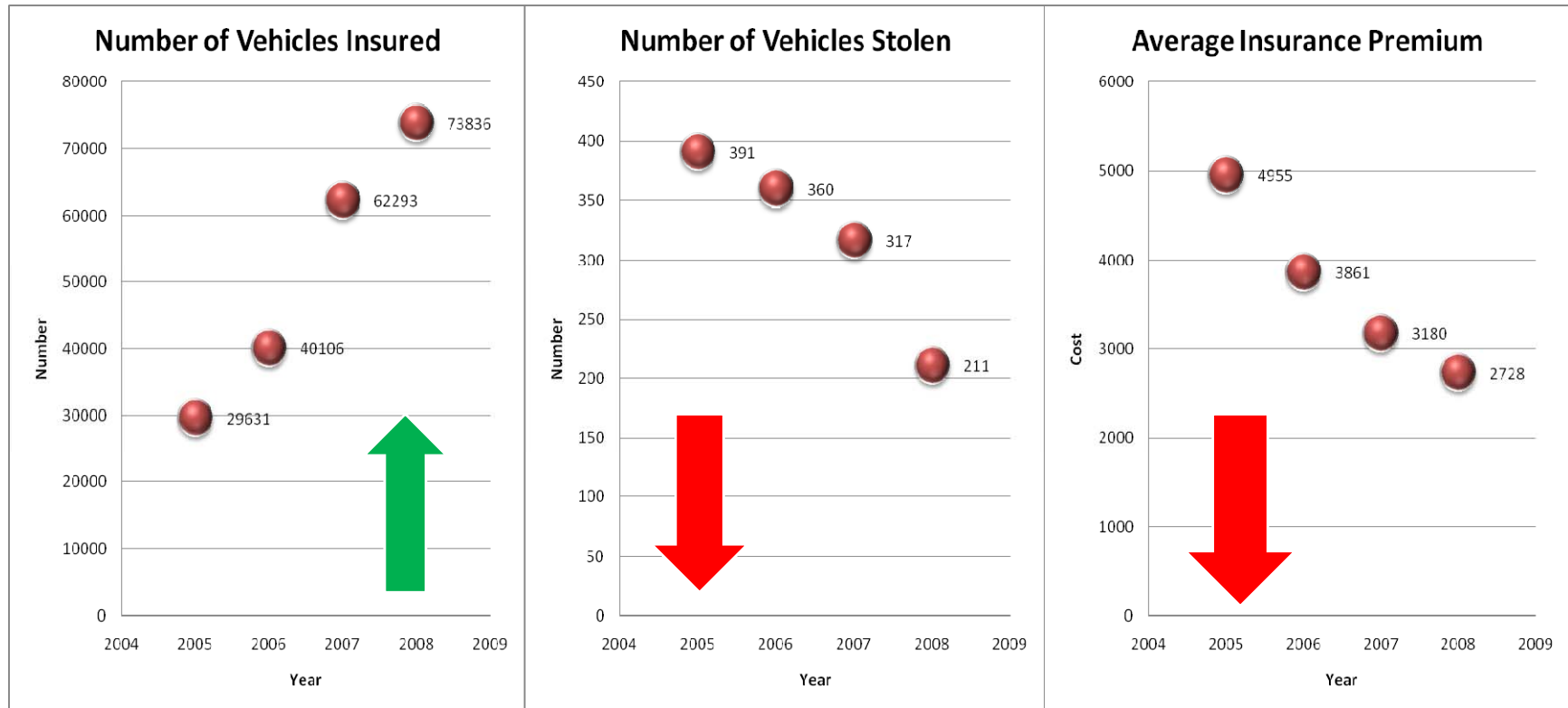


DataDotDNA[®] DataDot Technology works, the reduction in incidence of stolen vehicles is shown below:

Index of cars stolen and not recovered (per 1000 vehicles)



Example of effectiveness of DataDots on theft and insurance premiums, major DataDot fitted automotive customer in Taiwan.



DataDotDNA®

OEM Customers - Australia



DataDotDNA®

OEM Customers – South Africa



OEM Customers – Asia



PORSCHE
CARS
TAIWAN



HONDA



DataDotDNA®

OEM Customers – Europe



OEM Customers – South America



DataDotDNA[®] - Recent initiatives:

1. New Technology

Project “Thor” – release Q1 2011

New optimised substrate DataDots.

DataDots made from new materials including stainless steel, polymers, metals, and heat resistant materials for specific environments such as extreme heat, cold, high salt, high UV, consumable.

New Beacon-Dot patent pending technology

The beacon dot provides law enforcement with a special electronic locator to easily find and identify a DataDot.

2. National Motor Vehicle Theft Reduction Council (NMVTRC)

Certification of compliance under their stringent “Secure Micro-dot Vehicle Marking Systems” criteria.

DataDotDNA[®] - Recent initiatives (continued)

3. New OEM's

Continuing to demonstrate the effectiveness of DataDot's theft prevention capability:

- Chile – Subaru
- South Africa – Mercedes Benz, Renault and Suzuki



Chile Subaru Launch – 19th Nov. 2011
Left > Right:

- Ministry of Interior representative
- BCI insurance company representative
- Subaru representative
- Municipality mayor (hosting the event)
- José Luis, GM, DataDot Chile
- Police representative
- Ernesto Ferrari, DataDot Chile

DataDotDNA[®] - Recent initiatives (continued)

4. New Distributor

DataDot Asia

A new joint venture in China with long term successful partner DataDot Taiwan. Rights to distribute DataDot and DataTraceDNA products in China. This is an exciting opportunity with DataDot Taiwan contributing up to US\$500k for business development and working capital over three years in return for the license rights.

5. Renewed Distributors

Renewed distribution in auto/aftermarket with Capital Group in USA – trading as DataDot Dealer Services. Now re-investing in business development with sales running 42% ahead of last YTD.

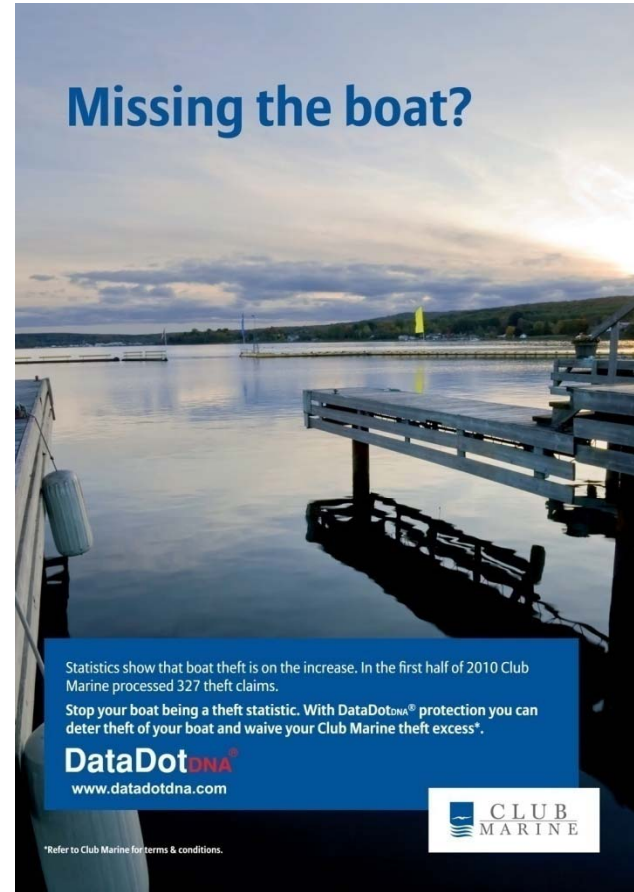
6. Europe

DataDot's distributor in Italy recently announced a deal to distribute aftermarket DataDot products via Bosch Car Service centres throughout Italy.

DataDotDNA[®] - Recent initiatives (continued)

7. Insurance Business Development

DataDot won a competitive tender with Allianz Australia. This has commenced with a pilot in their prestigious “Club Marine” brand and was launched at the Sydney International Boat Show.



Missing the boat?

Statistics show that boat theft is on the increase. In the first half of 2010 Club Marine processed 327 theft claims.

Stop your boat being a theft statistic. With DataDotDNA[®] protection you can deter theft of your boat and waive your Club Marine theft excess*.

DataDotDNA[®]
www.datadotdna.com

*Refer to Club Marine for terms & conditions.

CLUB MARINE

DataDotDNA[®] - Recent initiatives (continued)

8. **DataDot USA (Subsidiary manufacturing and marketing Co.)**

Expanding by investing in business development resources in the USA and Canadian market.

9. **Continuation of Crime Stoppers relationship**

DataDot has extended its relationship with Crime Stoppers Australia for three additional years allowing access to the highly regarded Crime Stoppers Brand. DataDot USA has a similar arrangement with Crime Stoppers USA.

10. **Relegen – assetDNA**

DataDot has extended its important strategic relationship with Relegen to mutually market the assetDNA brand and baseLINE asset management software throughout their respective networks.

A leading global solution incorporating CSIRO developed technology

- Engineered micro particles with unique tracers,
- Presence and concentration detectable by specially developed portable reader,
- Awarded prestigious DuPont “Innovation Prize” in 2008
- Featured in the Australian Technology Showcase from November 2010 onwards.



“If terrorism did not exist, counterfeiting would be the most damaging criminal act of the early 21st century. Every year counterfeit products and illegal overruns rob companies & governments of hundreds of billions of dollars and counterfeit drugs & spare parts kill thousands of people.”

The World Customs Organisation



The DataDot CSIRO acquisition

- DataDot acquire the remaining 50% of DataTraceDNA JV it doesn't already own,
- DataDot will issue to CSIRO ~ 9% of ordinary shares for transaction,
- DataTraceDNA will be assigned the Intellectual Property that is presently licensed,
- DataTraceDNA will be able to access previously excluded fields for the technology:-
 - 1) Currency,
 - 2) Passports,
 - 3) National Identification documents and instruments, and
 - 4) National Security (defence solutions).
- DataDot was already responsible for 100% of costs – now it can achieve 100% of profits.



DataTraceDNA has developed a range of world-class solutions for authentication and brand protection.

- Casino chips
- Pharmaceutical
- Textiles
- Security printing
- Bulk material product identification
- Agricultural seeds

US Chamber of commerce expects that counterfeiting is expected to grow from US\$500 BN to US\$2 Trillion in the next 20 years.

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

- Authentication patent – using new technology
- Investment in new third generation readers
 - o C1 Reader – Single code reader (lowest cost),
 - o M1 Reader – Multi Code Reader (moderate cost), and
 - o P1 Reader – Bulk commodities and specific analysis (higher cost tailored reader).
- Working with electricity utilities to reduce cable theft
 - o Patent pending “AuthentiCable” product is being trialed in cable manufacturers, and
 - o Existing infrastructure solutions being deployed via DataDot/DataTraceDNA networks.
- New DataTraceDNA application method – allowing metal and plastic coatings of DataTraceDNA to be applied.
 - o New partner in surface coating technology allowing access to the parts authentication market for third shift/diversion control and for warranty authentication, and
 - o Will also allow DataTraceDNA to be applied to metal fashion items such as jewelry and watches for Brand protection.



Recent initiatives (continued)

- Product stewardship / chain-of-custody management solutions
 - o New initiatives allowing point source identification of dangerous contaminants such as asbestos, and
 - o DataTraceDNA incorporated into products to identify future responsibility for clean-up or warranty.
- Included in the Australian Technology Showcase
 - o Prestigious showcase with opportunities for marketing and business development.



3.



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.



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 DataTracedDNA Pty Ltd [Australia]"

4. AgTechnix

Our award-winning products



Global seed industry security, coating and seed enhancement

- IntelliSeed™,
- IntelliBright,
- Seedworx, SeedXcell, Seed enhancement products,
- IntelliGlow,
- IntelliLabel, and
- baseLINE™.



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



Customers

- GlaxoSmithKline (Australia)
- Ankur Seeds
- IntelliSeed™ is being trialed by prospective customers in
 - India,
 - USA,
 - Australia,
 - Europe, and
 - Asia.



Development of an extensive range of product offerings



NAB Agribusiness Awards for Excellence 2010

The 2010 NAB Agribusiness Awards for Excellence were held on 28 October 2010. The awards are run by Monash University and National Australia Bank (NAB) Agribusiness and are now in their 15th year.

Khan Horne, NAB's General Manager for Agribusiness:

"Agribusiness is proving to be a resilient sector in the Australian economy and our winners exemplify why this is the case."



L>R: Geoff Thomas from AIAST and Neil Mulcahy, AgTechnix

AgTechnix - Award Winner 2010

AgTechnix Pty Ltd was the proud recipient of Technology & Innovation Award (The Australian Institute of Agricultural Science and Technology)

"AgTechnix has commercialised research and development via a new and highly innovative technology called IntelliSeed™. It enables seed, grain, and other bulk commodities to be identified accurately and cost effectively down to an individual batch number."

IntelliSeed™ will assist in the recapture of an estimated \$10 billion in lost sales to counterfeiting and for farmers it is an insurance policy that their labour and investment is rewarded with quality and high-yielding crops. Seed counterfeiting is one of the biggest challenges facing world food production and the cost of failed production can be seen to exceed \$200 billion per annum."

DataDot Technology Limited – consolidated financial results

2009/2010		(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]			

Key future business development initiatives

1. Genuine Parts Authentication

(combined DataDot and DataTraceDNA products):

- Computer manufacturers, and
- Auto manufacturers.

2. Environmental program

(combined DataDot and DataTraceDNA products):

- Supported by the EPA, and
- Supported by local government.

3. Cable/Metal Protection program

(combined DataDot, DataTraceDNA and AuthentiCable™):

- In conjunction with Crime Stoppers, and
- Utilities in USA, Canada, UK, NZ and Australia.

4. Warranty and theft waiver products:

- Enhance DataDot offering in retail auto market in Australia, South America, Canada and other markets.