

ASX Announcement

4 July 2016

DataDot Announces New CFO

- David Williams joins as DataDot CFO
 - A senior executive with deep financial and strategic skills
 - Patrick Raper agrees to continue as Company Secretary
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DataDot Technology Limited (ASX:DDT) today announced the appointment of David Williams as CFO of the company, effective immediately.

David Williams is an accomplished senior executive with strong experience in strategy, financial control, business analytics, commercial model development, and performance management. He has held a number of senior leadership roles, most recently as Head of Strategy & Decision Support at *eftpos Payments Australia Limited*. Of particular value to DataDot, David has a track record in product pricing management and strategic project investment –successfully driving business transformation and new product innovation.

Prior to his executive career in the payments industry, David held numerous senior positions in blue chip companies within the finance and technology sectors. He holds Bachelor of Business and Masters of Business degrees, with majors in accounting and finance.

Mr Temogen Hield, CEO of DDT said:

“I am very pleased to welcome David to the Company. He brings strong financial and strategic management skills, and a rigorous approach to product profitability. As the Company reviews its extensive product portfolio, this latter skill in particular will be of great value, over and above his core CFO role.

I am also happy that we have been able to accommodate Patrick’s desire to scale down his activities with the Company, retaining him as Company Secretary while securing an excellent successor for his role.”

For further details contact:

DataDot Technology Limited
Temogen Hield, CEO
Phone: +61 2 8977 4900
thield@datadotdna.com
www.datadotdna.com

About DataDot:

DataDot Technology Limited provides world leading asset identification, management, protection and authentication solutions that deliver great value to customers. For more information please visit www.datadotdna.com.