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Manager of Company Announcements  
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*By E-Lodgement*

*Dicker Data is the  
registered trading name  
for Dicker Data Ltd  
ABN 95 000 969 362*

## **DICKER DATA AND HP EXTEND PARTNERSHIP TO INCLUDE PRINTING AND SUPPLIES**

### **HP Seeking Stronger SMB Sales and Focus**

Dicker Data is pleased to announce the extension of our distribution agreement with Hewlett Packard (HP). Effective immediately, Dicker Data will gain access to the full range of HP Printing and Supplies products.

“At last.” commented David Dicker on the announcement, “I have been trying for this day for over 10 years. We will now have the entire HP range, which will allow us to fully service our dealers and should provide a material increase in sales at DDR for next Financial Year. We have everything in place. I am very happy with the outcome.”

Margrith Appleby, Director Commercial Channel Sales, HP Printing and Personal Systems, said “We’re delighted to expand our partnership with Dicker Data to include our Printing portfolio of products. By extending the access to our Printing products, we can now offer HP’s complete solution to Dicker Data’s SMB resellers.”

The extension of Dicker Data and HP’s partnership will be an integral factor in driving increased revenue and profit in FY14. There is a significant opportunity for organic growth with our existing reseller base who have already indicated a high level of demand for HP Printing and Supplies products.

#### **About Dicker Data Limited**

Dicker Data Limited was listed on the Australian Stock Exchange on January 24, 2011. Since its listing, the company has achieved record trading results. The Company is Australia’s largest and longest established Australian owned distributor of Information Technology products. In addition to Lenovo its vendors include Hewlett-Packard, Toshiba, Samsung, ASUS and other major brands. The Company’s clients include over 3,800 value added resellers. For more information, see [www.dickerdata.com.au](http://www.dickerdata.com.au)