

Data#3

RBS Morgans
Qld Conference

10th October 2013

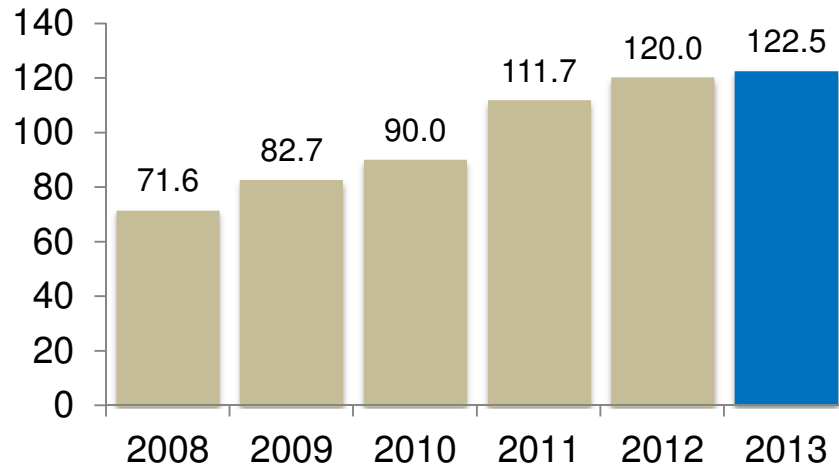
DATA#3 LIMITED (DTL)

2 THEMES:

Investment Leverage
Market Positioning

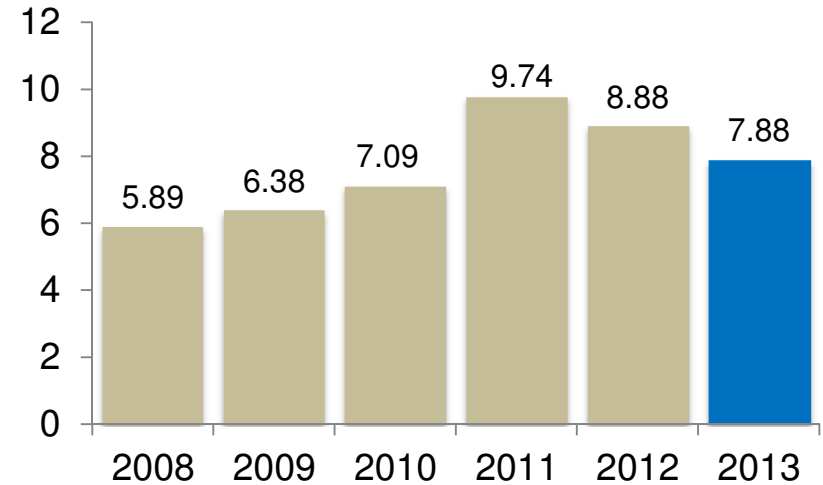
INVESTMENT LEVERAGE

Growth softened in line with market



Gross Profit \$M

5 year CAGR
11.3%



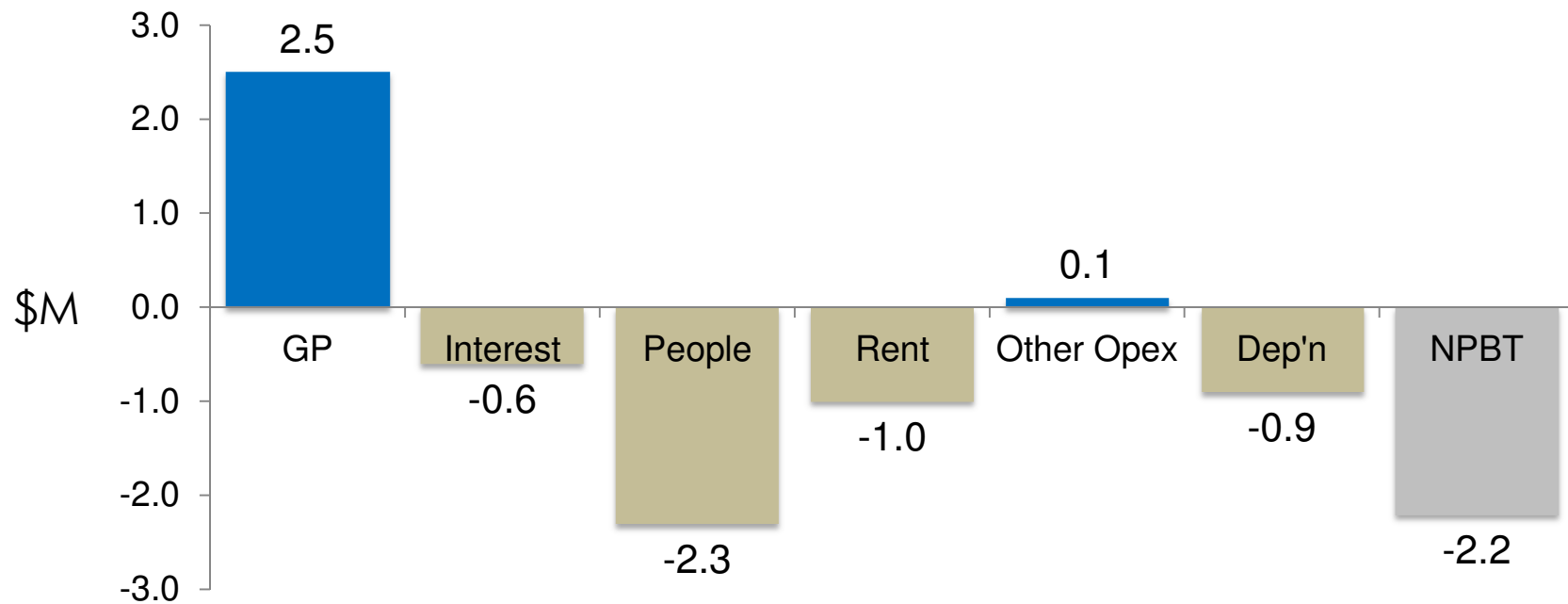
EPS cents

5 year CAGR
6.0%

INVESTMENT LEVERAGE

Return from investments slow

Gross Profit (GP) to NPBT – FY13 compared to FY12



INVESTMENT LEVERAGE

For improving business conditions



Fully automated supply chain

Customer order → invoice and ship



D3 Cloud⁺

Trusted Infrastructure and software as a service



Premises and people

Capacity and capability

MARKET POSITIONING

History provides an insight to the future



IBM S/360 (1960) & S/34 (1982)

From bureau to company IT Dept



IBM PC 5150 (1984)

From IT Dept to User Dept



Apple iPhone (2008)

From User Dept to User



Cloud computing (2008)

From IT Dept to User Dept

MARKET POSITIONING

Enterprise IT consumption transforming

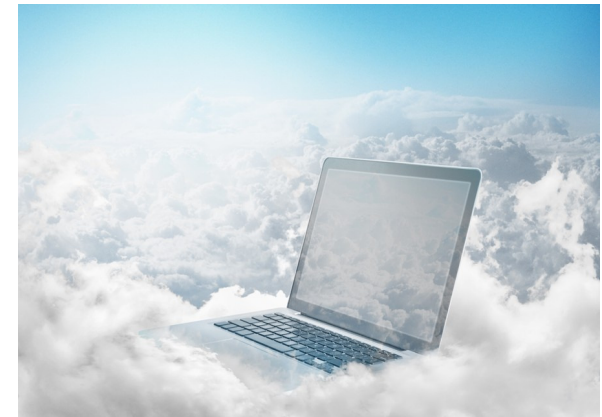
Hybrid IT



On-premise



On-premise +
outsource



On-premise +
outsource +
cloud

Our customers' future state - a combination of integrated applications & infrastructure on-premise, outsourced and in the cloud

MARKET POSITIONING

Track record, references and experience

Hybrid IT



Queensland
Government



Alpha Coal West, Inc.
BELLE AYR AND EAGLE BUTTE MINES
an affiliate of Alpha Natural Resources



Ipswich
City Council

On-premise

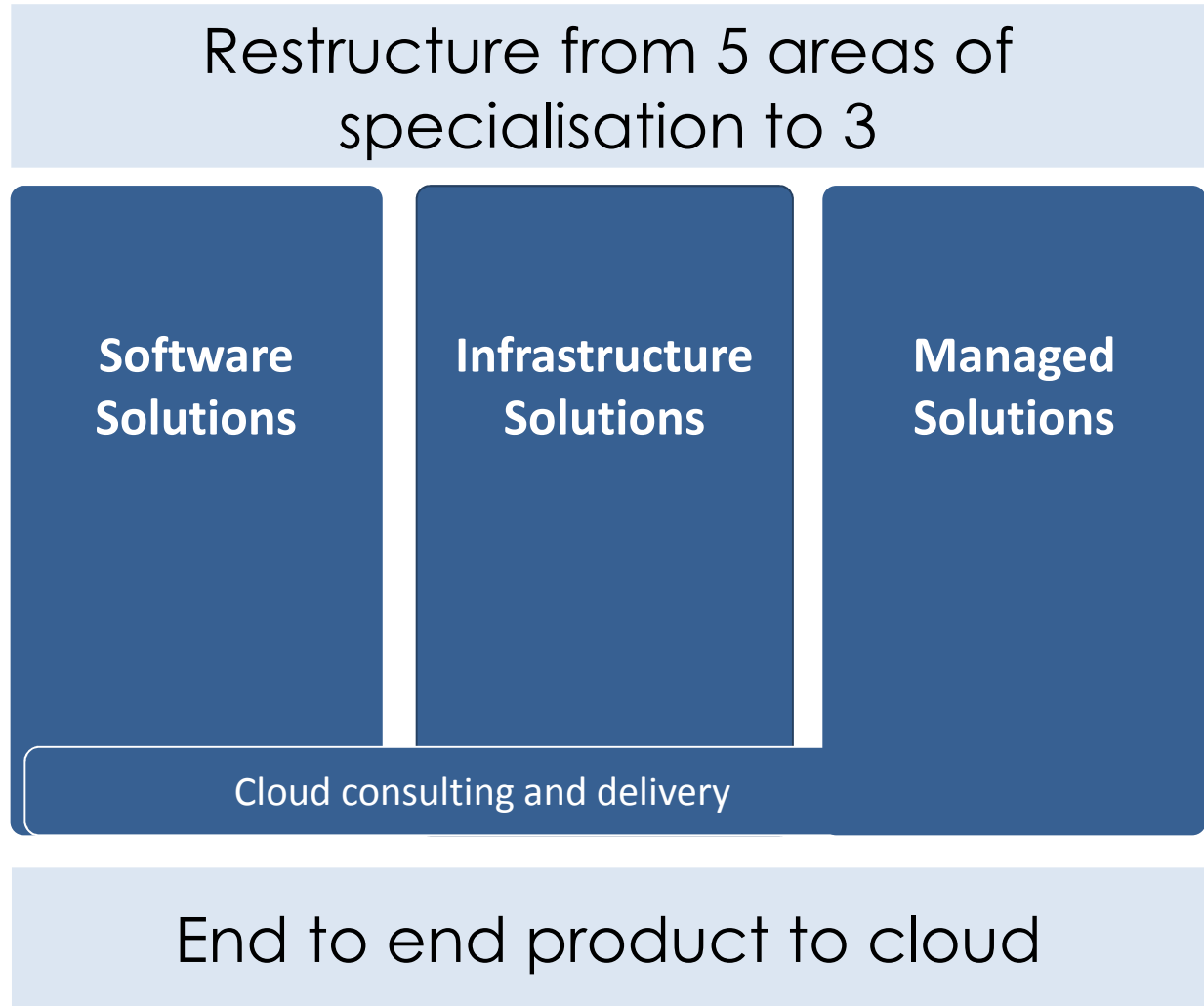
On-premise +
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MARKET POSITIONING

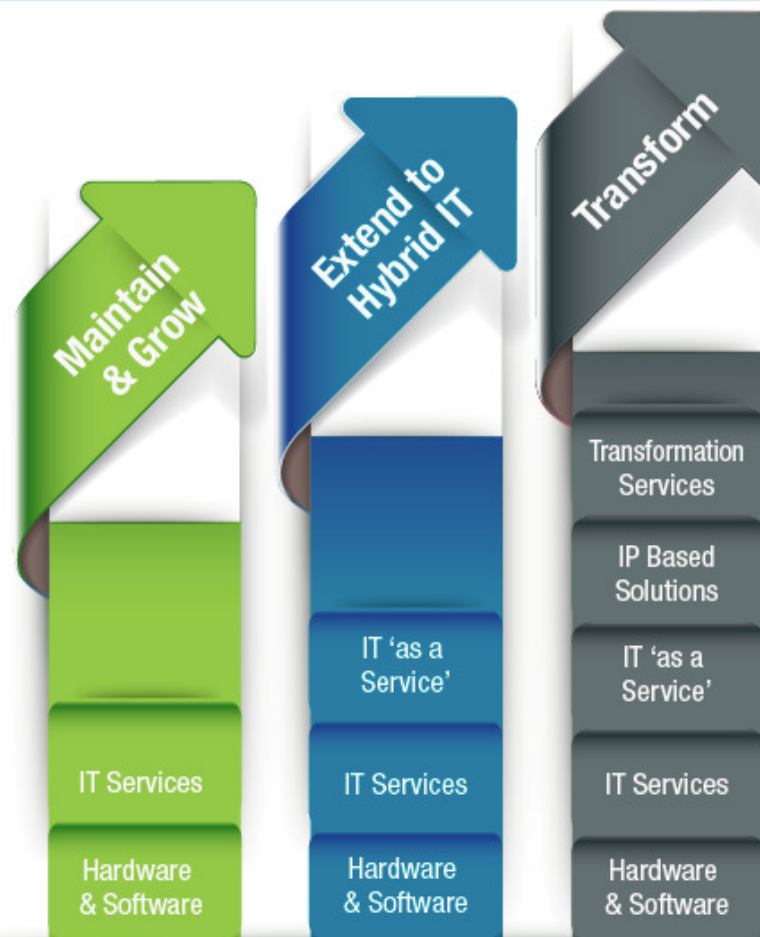
Restructured to align with customer needs



MARKET POSITIONING

Relevant solutions

Extending and transforming the solutions we offer



Q & A

Data#3