

20/04/2015

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Manager of Company Announcements

ASX Limited

Exchange Centre

20 Bridge Street

Sydney NSW 2000

By E-Lodgement

DICKER DATA ANNOUNCES NEW COMPANY LOGO

Signals Significant Milestone in the Integration as ANZ Operations are Rebranded

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our new company logo to the market. The new logo breaks away from Dicker Data's traditional look as the company moves forward post-acquisition offering a wider range of products & services.

Chairman and CEO, David Dicker, said "I believe now is the right time to change our company logo. As our company continues to evolve and grow post-acquisition, we have truly broken the mould of who we were. We're now able to offer many more vendors and solutions whilst maintaining our high standards of customer service. Our growth into markets such as cloud and software distribution are a clear representation of how our business is evolving and we're changing our logo to mark this new era for DDR."

Dicker Data will gradually introduce the new logo through-out April 2015 with transition complete by Friday, 1st May 2015.

Express Data New Zealand will also begin to be rebranded to Dicker Data NZ Limited effective immediately. The transition to the new branding is expected to be completed before the end of 2015. At this point, the Express Data name will be retired from use across the ANZ region as DDR completes the total integration.

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. Its vendors include Hewlett-Packard, Cisco, Microsoft, Lenovo, Symantec, RSA, Toshiba, Samsung, ASUS and other major brands. The Company's clients include over 5,000 value added resellers. For more information, [click here](#).