

2 February 2017

Manager of Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

DICKER DATA ANNOUNCES SEAGATE TECHNOLOGY DISTRIBUTORSHIP IN AUSTRALIA
Appointment to Target NAS & Storage Device Market

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as an authorized distributor of Seagate Technology for the Australian market. Dicker Data's new distribution agreement with Seagate is effective February 2017 onwards.

David Dicker, Chairman & CEO, Dicker Data Limited said "We're pleased to be announcing our new partnership with Seagate. As the number of devices sold and the data generated by those devices continues to grow, so does the requirement for storage across all levels of industry. Our partnership with Seagate will also enable us to provide a new alternative to our reseller partners who are purchasing a variety of storage solutions."

"Seagate is always committed to providing our customers with the right storage solutions they need for the unique workloads of different applications," said Charlie Harb, country manager of Seagate Technology in Australia. "We believe that adding Dicker Data will further expand the outreach to the growing user segments who demand and can benefit from the latest high capacity drives and best-in-class storage solutions. Through the new partnership, Seagate will be able to help more enterprises and creative professionals manage their precious data."

For and on behalf of the Board,



David Dicker
Chairman & CEO

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](#).