

19 May 2017

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

DICKER DATA APPOINTED AS DISTRIBUTOR FOR DELL EMC IN AUSTRALIA
Building Upon Success with Dell EMC Portfolio Launched in 2016

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as a distributor of the complete range of Dell EMC products in the Australian market. The extension to the existing distribution agreement comes into effect immediately.

Dicker Data Chairman and CEO, David Dicker, said “We’re particularly pleased to be expanding to include the full range of Dell EMC storage products to our existing Dicker Data vendor portfolio. Our reseller partners responded positively to the addition of the Dell range to our business and since announcing the partnership in 2016 we have grown to represent a sizeable portion of Dell EMC’s portfolio of client, server and networking products in the Australian market. The expansion to include Dell EMC storage further bolsters our position as a true hybrid distributor for the mid-market and enterprise reseller communities.”

“Dicker Data has a great reputation within the Australian market and is a fantastic distribution partner to Dell EMC. After an extraordinarily successful year working together, it was a natural evolution to add the storage product range to this partnership. We look forward to continuing the growth of the relationship with Dicker Data and their reseller partners into the future”
Geoff Wright, General Manager Channel, Dell EMC ANZ.

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](#).