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Manager of Company Announcements  
ASX Limited  
Exchange Centre  
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Sydney NSW 2000

**DICKER DATA LAUNCHES NEW ENTERPRISE DATA BUSINESS UNIT TO FOCUS ON DIGITAL TRANSFORMATION AND IOT OPPORTUNITY**

**Company signs new distribution agreement with Hitachi Data Systems in Australia, enabling resellers to capitalise on Hitachi's solutions and capabilities to accelerate business outcomes for mid-market and enterprise customers**

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce the formation of a new Enterprise Data Business Unit focused on the ever-growing digital transformation and internet of things (IoT) opportunity for resellers in the mid-market and enterprise sectors. The new division will help partners go to market with pre-integrated, end-to-end solutions that simplify the complex IT sales cycle and deliver faster and better data management solutions to support digital business outcomes for customers.

A key pillar of this strategy is a new Australian distribution agreement with Hitachi Data Systems (HDS), a wholly owned subsidiary of Hitachi, Ltd. (TSE:6501) and industry leader with deep and long-standing data, operational technology (OT), IT and IoT expertise. Effective July 03, 2017, the agreement will add Hitachi Data Systems' industry-leading offerings to Dicker Data's portfolio, allowing its partners to offer differentiated infrastructure, content, cloud, IoT and analytics solutions to their end customers.

David Dicker, Chairman & CEO, Dicker Data Limited, said "We're pleased to be announcing our new partnership with Hitachi Data Systems. This move further strengthens our portfolio and will provide our mid-market and enterprise customers with yet another alternative solution set. We are also aligning our transformation journeys with the needs and priorities of our reseller partners. Our Enterprise Data Business Unit is designed to offer unprecedented opportunities for partners to capitalise on the growing digital transformation market and lead with innovative solutions for the Internet of Things."

Phil Teague, industry and alliances solutions director, Hitachi Data Systems, Australia and New Zealand, said: "Today, organisations across the globe are embracing digital transformation and IoT in order to accelerate innovation, improve efficiencies, extend competitive advantages, and increase mobility and business agility. As such, enterprises want trusted partners who can help them navigate this journey and achieve their desired business outcomes. With a shared vision and strategy to simplify and accelerate the digital transformation and IoT journey for customers across Australia, HDS and Dicker Data can be those partners."

Dicker Data's addition of Hitachi Data Systems comes at a pivotal time for Australian ICT providers as they work to provide solutions for end-customers with growing data sets.

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](#).

#### **About Hitachi Data Systems**

Hitachi Data Systems, a wholly owned subsidiary of Hitachi, Ltd., offers an integrated portfolio of services and solutions that enable digital transformation through enhanced data management, governance, mobility and analytics. We help global organizations open new revenue streams, increase efficiencies, improve customer experience and ensure rapid time to market in the digital age. Only Hitachi Data Systems powers the digital enterprise by integrating the best information technology and operational technology from across the Hitachi family of companies. We combine this experience with Hitachi expertise in the internet of things to deliver the exceptional insights business and society need to transform and thrive. Visit us at [HDS.com](http://HDS.com).

#### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges. The company's consolidated revenues for fiscal 2016 (ended March 31, 2017) totaled 9,162.2 billion yen (\$81.8 billion). The Hitachi Group is a global leader in the Social Innovation Business, and it has approximately 304,000 employees worldwide. Through collaborative creation, Hitachi is providing solutions to customers in a broad range of sectors, including Power / Energy, Industry / Distribution / Water, Urban Development, and Finance / Government & Public / Healthcare. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>

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