

ASX ANNOUNCEMENT

ASX: RBO | 23 October 2017

# Robo Signs Major Distributor for Australia

## HIGHLIGHTS

- Australia is among the top ten markets globally for 3D printer sales
- Distribution agreement with Bilby 3D for the sale of Robo's range of 3D printers and filament products for Australia
- Bilby 3D is the leading 3D distributor in Australia, with sales and support offices in Sydney, Melbourne, and Brisbane
- Minimum order quantities highlight the commitment from Bilby 3D and the potential for Robo in Australia
- Deep industry experience in 3D printing in Australia, particularly in education with important customer relationships throughout schools & universities
- Provides Robo with platform for growth into Australia with strategic goal of being the number one desktop 3D printer brand in the country

Robo 3D Limited ("**Robo**" or the "**Company**"), the emerging company delivering award-winning products for the desktop segment of the fast- growing 3D printing industry, is pleased to advise that after an extensive process, it has executed a distribution agreement with Bilby 3D Pty Limited ("**Bilby 3D**") for sales and distribution expansion into Australia.

### **Robo partners with Bilby 3D to expand into Australia**

Robo has entered into a distribution agreement with Bilby 3D, Australia's biggest 3D printer retailer, for sale and distribution of Robo's extensive product range across Australia. Managing Director Ryan Legudi commented:

*"Today's announcement is a major milestone for us and we are tremendously excited to now bring our products to Australia through Bilby 3D. Opening our Australian distribution has been a major strategic focus for our Company, and we are extremely pleased to bring on a partner with such a strong reputation and well-developed sales and support infrastructure in the Australian market."*

*"The fact that Bilby 3D has agreed to minimum order quantities is testament to the regard they hold for Robo, and the potential for our brand in Australia. Given Robo is publicly-listed in Australia, and majority owned by Australians, making our award-winning products available to the Australian market has always been a key objective of the Company, and we are delighted to be able to do this with Bilby 3D. Given the success they have had launching other brands into Australia, we are looking forward to Bilby 3D driving the Robo brand forward."*

Founded in 2011 by Chris & Lee Bilby, Bilby 3D has been heavily involved in the 3D printing industry in Australia having identified the significant growth potential of the emerging desktop 3D printing technologies. Headquartered in Sydney with offices in Melbourne and Brisbane, Bilby 3D has grown into a leading distributor of 3D printers and related products in Australia, with an unrivalled sales and support footprint encompassing each of the major cities across the east coast of Australia.

In addition, Chief Executive Officer Lee Bilby is a regular speaker at education conferences and teacher training events throughout Australia and Bilby 3D is the exclusive supplier of 3D printers and products for several universities. Commenting on the announcement, Lee Bilby added:

*“We have been looking for a machine that can lead the Australian classroom into a future of prototyping and innovation, with user friendly capabilities to meet the heavy demands of the classroom, all at an affordable price. We have tested over 60 models of 3D printers and believe that Robo’s R2 and C2 3D printers are perfect.*

*Our clients are making, modelling, and inventing the most amazing, innovative things. From clothing and apparel, to life saving technologies, the vast array of applications Australians have for the 3D printers we supply them never ceases to surprise and impress us.”*

Robo is particularly excited about partnering with Bilby 3D to introduce the Robo 3D printers in Australia with a specific focus on the education sector and Australia’s innovative professionals. Robo was recently awarded an Australian Good Design® Award within the Product Design category for the Robo C2 and Robo R2, highlighting the esteem with which the products are already held within Australia. Bilby added:

*“There is a great synergy between our companies’ commitment to high quality products and service. Plus, Robo is the first 3D printer company to have roots in Australian soil, being majority Australian owned, which means Australians can finally invest in Australian 3D technology”.*

### **Commercial Partnerships**

Robo is pleased to advise that ongoing discussions are in progress with additional distributors in the USA and internationally, and continues to progress discussions with a number of strategic partners for deeper expansion into targeted segments. Management looks forward to providing shareholders with updates in the near term during this transformational time for the Company.

— ENDS —

## FORWARD LOOKING STATEMENTS

All statements other than statements of historical fact included on this announcement including, without limitation, statements regarding future plans and objectives of Robo, are forward-looking statements. Forward-looking statements can be identified by words such as ‘anticipate’, ‘believe’, ‘could’, ‘estimate’, ‘expect’, ‘future’, ‘intend’, ‘may’, ‘opportunity’, ‘plan’, ‘potential’, ‘project’, ‘seek’, ‘will’ and other similar words that involve risks and uncertainties.

These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that are expected to take place.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management of Robo that could cause actual results to differ from the results expressed or anticipated in these statements.

## Further information

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## About Robo 3D Limited

Robo 3D Limited (**ASX: RBO**) is a company based in California, USA, focused on the design and distribution of 3D printers and associated products for the desktop segment of the 3D printing industry (**Robo**).

The company was founded in 2012 by a group of students from San Diego State University and delivered its first model to customers in 2013. Since then, Robo has grown into a leading brand in the desktop segment of the 3D printing industry, gaining significant traction online and through retail partners including Amazon and Best Buy. Robo commenced trading on the ASX on 22 December 2016.

To learn more about Robo 3D, visit: [www.robo3D.com](http://www.robo3D.com)