



ASX ANNOUNCEMENT 21 DECEMBER 2017

333D GRANTED OFFICIAL LICENSEE STATUS BY CRICKET AUSTRALIA

The Board of Directors is pleased to announce that 333D Limited (ASX:T3D or “Company”) has become an official licensee of Cricket Australia (CA).

HIGHLIGHTS:

- Official licensee status effective immediately through to 30 June 2019
- 333D approved to manufacture, distribute and sell CA branded and CA player 3d printed figurines
- Approval to sell on 333D’s e-commerce platform and to other authorised CA retailers including mass market retailers and Cricket Australia’s online store, www.shop.cricket.com.au

Effective immediately, 333D now holds an official license from Cricket Australia (CA) to manufacture, distribute and sell 3d printed figurines featuring CA intellectual property and player attributes through to June 2019. The license grants the Company permission to use CA brandmarks, along with those of the Magellen Ashes Series, Gillette ODI Series, and Gillette International T20 Series.

CA brands and players will be incorporated into the Company’s Mini League range of 3d printed player figurines and, in the nearer term, made available for the creation of bespoke bobblehead figurines via the Company’s new brand, Bobbled (www.bobbled.com.) Official CA-branded cricketer characters will be added to the Bobbled catalogue of options that people can choose from for their personalised bobblehead, augmenting a menu of more than 100 different offerings that also include officially licensed AFL footy players.

The Company will debut the CA-branded cricketer bobble characters during the Ashes Boxing Day Test, joining CA’s retail marquee hosted by Infinite Retail at the MCG. Additional activations are expected through the remainder of the season.

“The CA license offers us the possibility to expand our reach not only in Australia but also to fans of Australian Cricket abroad,” said John Conidi, 333D Executive Chairman. “We’re looking forward to a successful partnership with CA and to the myriad opportunities their brands and players create for our ranges of 3d printed figurines.”

About 333D Limited

333D Limited (ASX: T3D) has been established with a clear strategy to become Australia’s leading integrated multi-platform 3D technology company. Our goal is to make 3D technology accessible to everyone – which means creating a seamless, more intuitive process for converting ideas, designs, and real-life images into 3D printable objects. Our leading-edge approach unites the latest in next-generation digital and manufacturing technology to make 3D printing frictionless for businesses, industries, and schools. We are proud to offer Australia’s broadest

range of 3D printers for on-demand contract print services, as well as exclusive access to leading 3D digital technologies that make it easy to capture, enhance, and convert real-life images into touchable 3D objects.

To find out more about 333D visit: www.333D.com.au.

For further enquiries please contact:

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