

ASX ANNOUNCEMENT

ASX: RBO | 9 January 2018

## R1+ Sales through Amazon Beats Expectations

### HIGHLIGHTS

- Successful relaunch of Robo's original R1+ 3D printer during December quarter
- Sales through Amazon exceeded expectations driven by strong consumer demand for high quality entry level printers
- Over A\$750,000 in revenue from just Robo R1+ through December quarter
- Increased production runs scheduled through 2018 to meet expected demand
- Robo enters 2018 with three models of printers and is well-positioned to capture this accelerating growth

Robo 3D Limited ("Robo" or the "Company"), the emerging company delivering award-winning personal/desktop 3D printers and associated products for the personal, education, and professional segment of the fast-growing 3D printing industry, is pleased to provide the following sales update regarding the relaunch of the Robo 1+ 3D printer.

#### **R1+ 3D printer production set to continue through 2018 following successful relaunch**

Rising demand for high quality entry level 3D printers as consumers adopt this new technology along with demand driven by key channel partner Amazon saw a relaunch of the original Robo R1+ printer during Q3 2017. The Company determined that it would relaunch this product at the new price of US\$499 following an extensive cost saving review. The first production units were completed in September 2017 and commenced selling in October 2017, through select online channels.

Today, Robo is pleased to advise that it generated in excess of A\$750,000 in revenue from the Robo R1+ through the three months ended December 2017, exceeding Management's expectations. This performance was driven by stronger than expected consumer demand for high quality entry level 3D printers, particularly through major sales channel partner Amazon.

As a result, the Company has scheduled further production runs during the first half of 2018 to meet rapidly rising demand for its entry level 3D printer. According to industry research group CONTEXT, the personal/desktop segment of the 3D printing industry showed year-on-year growth of over ~65% through the first half of 2017. In particular, the sub-\$500 segment was amongst the fastest growing segment of the industry.

With this expanded product offering, Robo enters 2018 well positioned for strong growth with its range of 3D printers targeted at three fast-growing segments:

- Robo R1+, retail price of US\$499, targeted at entry level users;
- Robo C2, retail price of US\$799, targeted at education and personal users; and
- Robo R2, retail price of US\$1499, targeted at prosumers and professionals.

— 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 personal/desktop 3D printers and associated products for the personal, education, and professional 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 through online and retail partners including Amazon, with specific focus on the education sector. Robo commenced trading on the ASX on 22 December 2016.

To learn more about Robo 3D, visit: [www.robo3d.com](http://www.robo3d.com)