

12/06/2019
Manager of Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

**DICKER DATA LAUNCHES NEW DIVISION; DICKER DATA FINANCIAL SERVICES
Established to Address Shift in IT Procurement to “As-A-Service” Solutions**

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce the launch of Dicker Data Financial Services (DDFS); a new business to address the growing demand for Device-as-a-Service (DaaS) solutions, Infrastructure-as-a-Service (IaaS) solutions and the shift from capital expenditure (CAPEX) to operational expenditure (OPEX). DDFS will offer by-the-month payment solutions that can be specifically tailored to suit our partners and their customers’ varying needs. Partners will be able to choose the option of DDFS financing them directly or their end-users via introduction, subject to credit approval.

DDFS will be uniquely positioned against competing financial solutions from other distributors in the Australian ICT channel because the offering will be underpinned by DDR’s own balance sheet. By utilising the only direct financing model in the industry, reseller partners will benefit from Dicker Data’s investment into every deal with them, transparency and alignment of common goals at the end of the term and no predefined product mix requirement.

Chairman and CEO, David Dicker, Dicker Data Limited, said “I’m pleased to bring this unique financing solution to market for our reseller partners. Our success has always been driven by leveraging our in-house expertise and by providing highly differentiated solutions.”

For and on behalf of the Board,



David Dicker
Chairman & CEO

About Dicker Data Financial Solutions

Dicker Data Financial Services Pty Ltd ([DDFS](#)) is a fully owned subsidiary of Dicker Data Ltd, providing finance solutions for the IT industry. 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 customers include over 5,000 value added resellers. For more information, [click here](#).