

01 February 2022

## Dicker Data Appointed as ANZ Autodesk Distributor

The Directors of Dicker Data Limited (**ASX: DDR**) (Company) are pleased to announce the company's appointment as the non-exclusive Autodesk distributor for both the Australian and New Zealand regions. Autodesk and Dicker Data have exchanged contracts and entered into a three-year agreement that secures the distribution rights effective from Tuesday, 1<sup>st</sup> February 2022. Whilst it is not possible to quantify the revenue impact the new distribution agreement will have at this stage, it is expected to be material and significant over the course of the three-year period.

Dicker Data first began distributing Autodesk following the company's 2014 acquisition of Express Data Holdings and has since grown to represent a diverse portfolio of channel partners. This announcement comes after a rigorous four-month distribution review and forward-planning process that has resulted in Autodesk consolidating their ANZ distribution model from two distributors to one.

David Dicker, Chairman and CEO, Dicker Data Limited said "This is a particularly satisfying outcome for our company that clearly demonstrates our strength in software and subscription distribution models. Our people, platforms and executional ability continue to lead the distribution market and deliver an unmatched level of value for vendors and reseller partners alike. It's pleasing to see these strengths recognised at a global and regional level with the confidence technology giants such as Autodesk, and others, place into us as their only distributor in ANZ."

Vlad Mitnovetski, Executive Director and Chief Operating Officer, Dicker Data Limited said "This appointment is yet another strong show of confidence in our SaaS, cloud and software distribution capabilities across ANZ. We've worked extremely closely with the Autodesk team to grow their footprint in the ANZ market in recent years and we're optimistic that this next phase of deeper, more aligned, partnership will enable us to take their business to new heights. Furthermore, Autodesk's focus on subscription products aligns well with the company's recurring revenue objectives."

Brian McColm, Senior Channel Manager ANZ, Autodesk commented "Autodesk is delighted to be working with Dicker Data to take the traditional vendor and distributor relationship to a whole new level. We believe together we will build the next generation of Autodesk Channel Partners, with a strong focus on a customer-centric approach to bring value and services to our end users."

The three-year agreement is set to be reviewed on 31<sup>st</sup> January 2025.

Authorised for release by the Board of Dicker Data Ltd.



David Dicker  
Chairman & CEO





## ABOUT DICKER DATA

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software, and [cloud](#) distributor with over 42 years of experience. Our sales and [presales](#) teams are experienced product specialists who are dedicated to helping you tailor solutions to suit your client's needs.

As a distributor, we sell exclusively to our valued partner base of over 6,900 resellers across ANZ. We pride ourselves on developing strong long-term relationships with our customers, and [helping them grow](#). This customer-first approach means we are proactive in engaging with our resellers and allows us to dynamically shift with changing market conditions, in turn helping to [increase profitability](#).

Dicker Data distributes a [wide portfolio of products](#) from the world's leading technology vendors, including [Cisco](#), [Citrix](#), [Dell Technologies](#), [Hewlett Packard Enterprise](#), [HP](#), [Lenovo](#), [Microsoft](#), and other Tier 1 global brands. As the leading Australian distributor for many of these vendors, Dicker Data is dedicated to helping our partners deliver industry-leading [solutions](#) built on the world's best technologies. <https://www.dickerdata.com.au/>

## ABOUT AUTODESK

Autodesk is changing how the world is designed and made. Our technology spans architecture, engineering, construction, product design, manufacturing, media and entertainment, empowering innovators everywhere to solve challenges big and small. From greener buildings to smarter products to more mesmerizing blockbusters, Autodesk software helps our customers to design and make a better world for all. For more information, visit [autodesk.com](https://www.autodesk.com) or follow [@autodesk](#).

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