

ELECTRONIC LODGEMENT Data#3 Limited ABN 31 010 545 267

16 November 2023

The Manager
ASX Markets Announcements Office
Australian Securities Exchange
20 Bridge Street
SYDNEY NSW 2000

Dear Sir or Madam,

DTL Investor Briefing Presentation

Data#3 Limited (ASX:DTL) advises it will hold an in-person Investor Briefing from 9:00am to 12:30pm (AEDT) today. The briefing will be held at J.P. Morgan in Sydney: Sky Lobby Reception, 85 Castlereagh Street.

In accordance with the Listing Rules, I have attached a copy of the presentation for release to the market.

A recording of the presentation will be available after the event, accessible via the following link: https://investor.data3.com/investor-centre/?page=Presentations---Webcasts.

Authorised by:

Cherie O'Riordan Chief Financial Officer

Cheri OF





Breakfast 8:30am **Session One** Laurence Baynham, CEO & Managing Director Opening Mark Gray, Chairman Introduction Brad Colledge, EGM Data#3 Overview and Strategy Cherie O'Riordan, CFO Financial Insights and ESG Graham Robinson, CTO **Artificial Intelligence** Session 1 Q&A 10:25am Morning Tea **Session Two** John Tan, CCO Industry, Customers and Case Study 10:45am Sales Strategy and Vendors Microsoft and Al Steven Worrall, MD Microsoft A/NZ Brad Colledge, EGM People Richard Dornhart, National Practice Manager - Security Security

Session 2 Q&A

Optional Lunch

Summary and Closing

TOPIC

Agenda

SPEAKER

12:30pm

TIME

Mark Gray Chairman Data#3

Brad Colledge

Executive General Manager

Data[#]3 in FY23

Revenue

\$2.5b

Years in business

46

People

1,400+



Listed on the ASX in

1997

Transacting customer groups

2,000+

Offices across Australia and Fiji













Integration centres

3

Professional services projects

2,500+



HRD Employer of Choice Award

8 years in a row

In 2023, Data#3 was listed on the

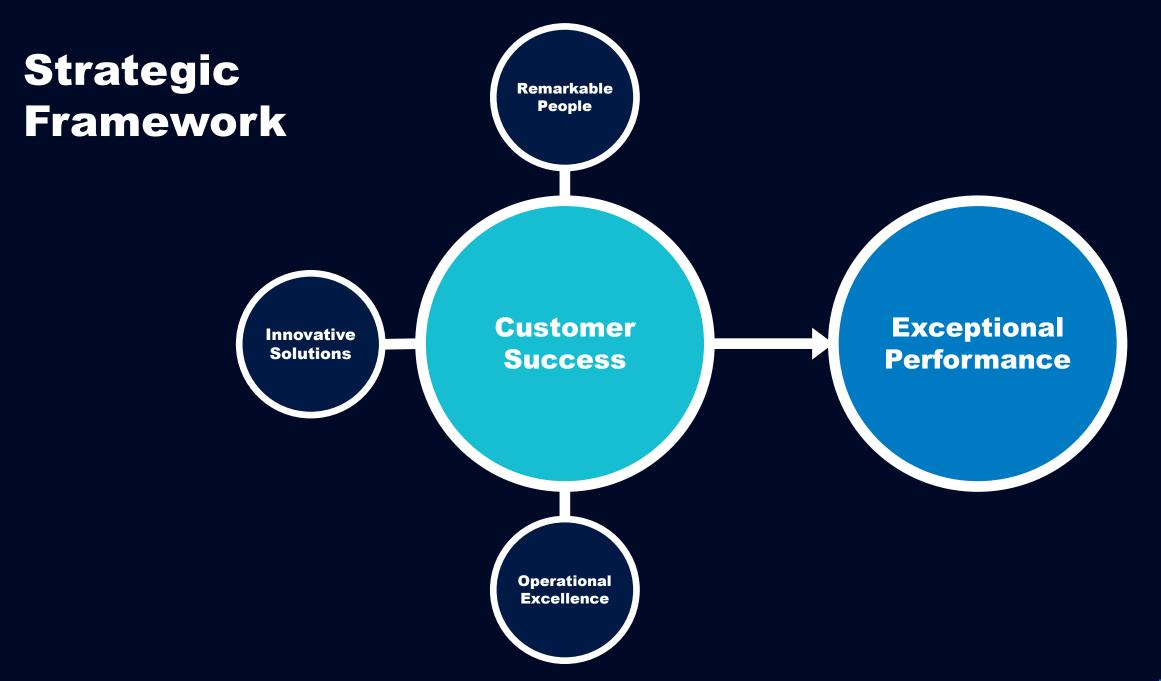
ASX 200

Economic Outlook and Australian IT Market FY24

IT Market (Australia)

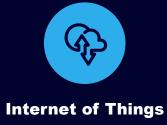
- IT Market to grow at 5.8% (Gartner)
- Artificial Intelligence is fast becoming the driving force for market growth
- Significant improvements in supply chain
- Predicted growth in Security and Cloud

FY24 Strategy





Operational Technology







Foundational Technology











Hybrid Work Security

Data & Analytics

Connectivity

Digital Milestones







The Internet

Artificial Intelligence

Integrated Solutions embedded with Al



Multi-cloud

Modern Data Centre

Public Cloud

Private Cloud



Modern Workplace

Collaboration

End User Devices

Printing

Systems Management



Security

Cloud Security

Data Security and Privacy

Identity and Access
Management

Infrastructure and Endpoint Security

Security Monitoring and Analytics



Data & Analytics

Business Analytics

Customer Management

Internet of Things

Location-Based Analytics



Connectivity

IT-OT Networking

Software-Defined Networks

Software-Defined WAN

Wireless Networks

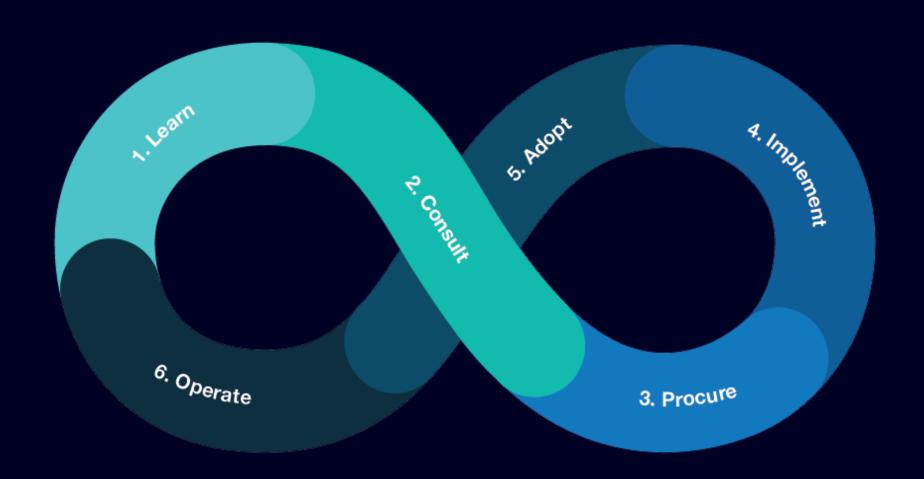
Consulting

Project Services

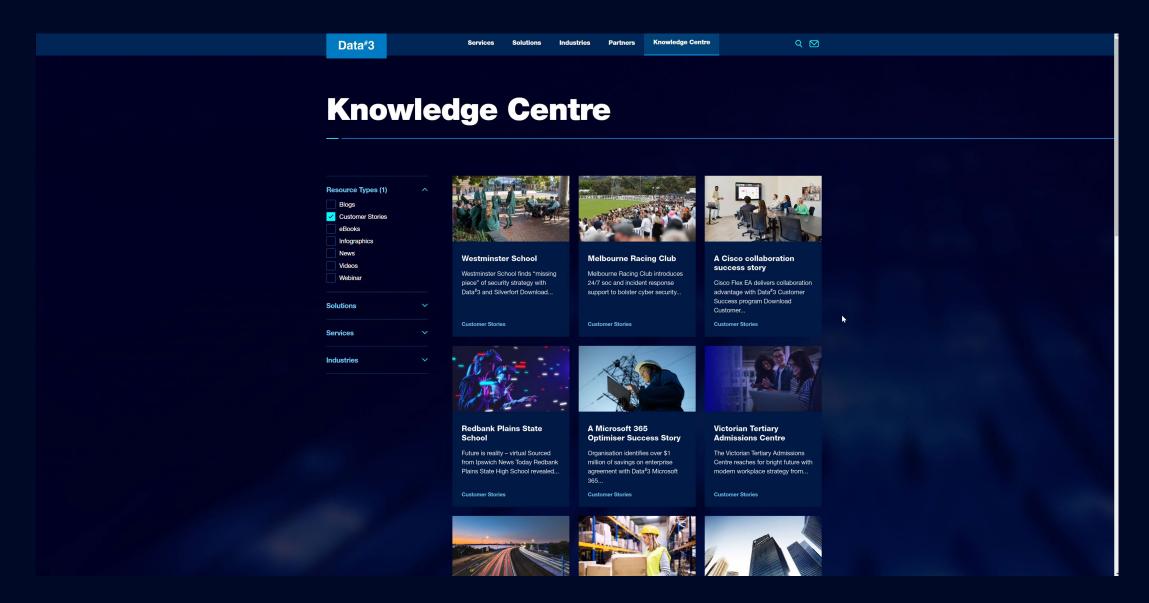
Support Services

Lifecycle

Lifecycle



Customer stories: Visit Data3.com





D&LLTechnologies

Top five partner in Australia

Strategic partnerships with global leaders

Significant investment in technical capability and certifications

400+ other partnerships with emerging vendors

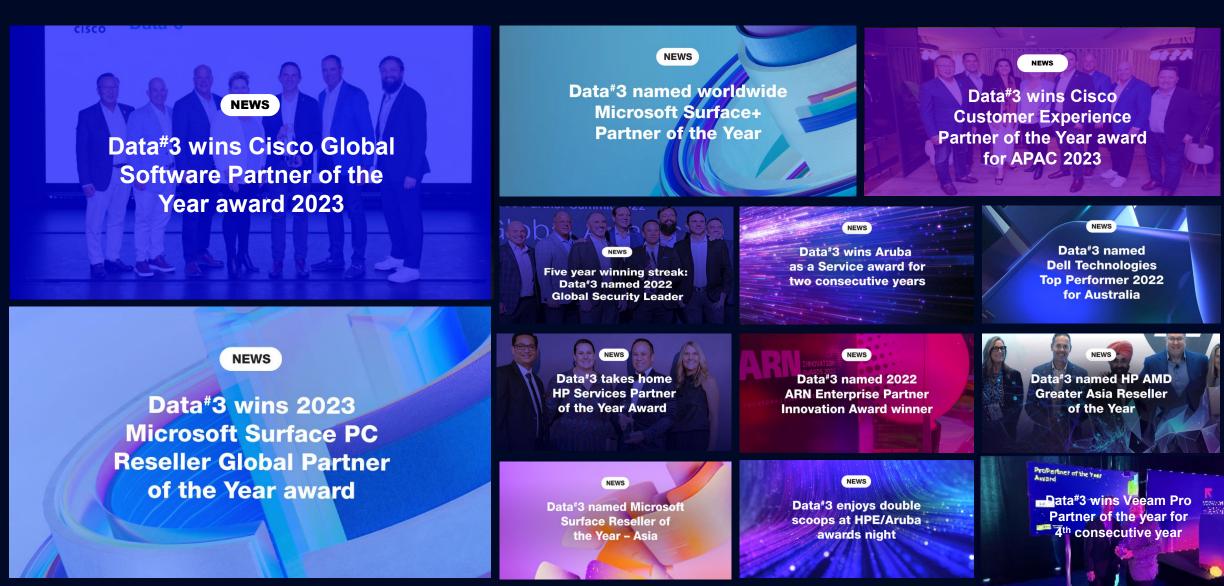
Announcing



November 8, 2023; Leading Australian technology services and solutions provider, Data#3, has once again been honoured at the Cisco Partner Conference in Miami, receiving the "Cisco Software Partner of the Year" award, its sixth consecutive global award.

November 8, 2023; Leading Australian technology services and solutions provider, Data#3, is proud to announce that it has been recognised as the Cisco Asia Pacific, Japan and China (APJC) "Customer Experience (CX) Partner of the Year".

Awards



Data#3 Competitive Advantages



Our People

Ability to attract and retain the best people



Our Partners

Partnerships with leading global vendors



Our Expertise

Expertise and breadth of solutions across the customer lifecycle



Our Innovation

At the forefront of industry change



Our Agility

Agility internally and externally to respond to changing market dynamics



Our Financial Stability

Financial stability with strong balance sheet



Our Brand

Market-leading brand and reputation

Our Opportunity



Services growth that will complement Software and Infrastructure leading to improved margins and Lifecycle Services



Growth in Multi-Cloud solutions and Cyber Security



Generative Al is accelerating digital transformation and fuelling growth across all our solutions



Growing pipeline of large infrastructure projects

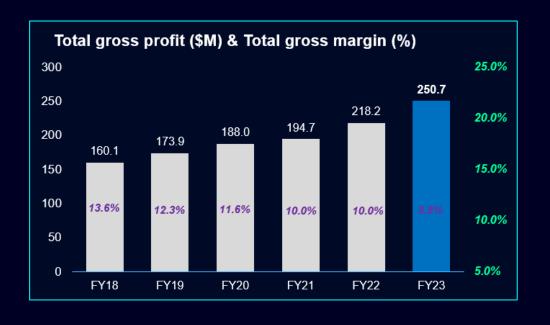


Profitability and Gross Margins

Focus on sustained earnings and gross profit growth, rather than gross margins

- Overall gross margin at or slightly below 10% in previous three financial years
- Slight tapering in product margins in recent years due to:
 - Increase in multi-year deals and annuitybased consumption and as-a-service offerings - spreads profitability across future years, including rebates
 - Low margin public sector and education supply contracts, that drive long term revenue and cross selling opportunities

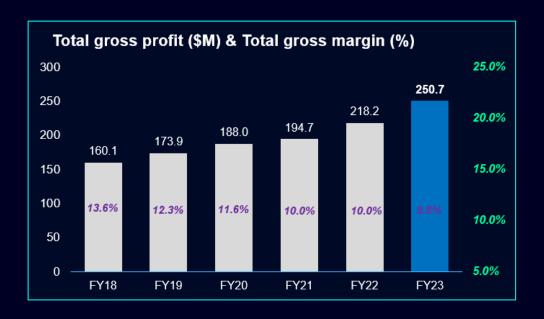
- Larger, more competitive deals won at lower margins to drive strategic future business, including services
- Competitive market factors



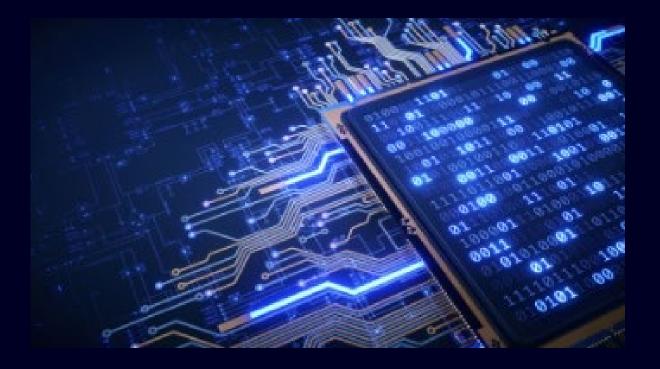
Profitability and Gross Margins

Inbuilt protections against price and wage inflation include:

- Reseller Agreements enable pass through of any price increases in product and software
- Services contract structures Time & Materials (low risk) vs. Fixed Price (project managed; with inbuilt contingencies)
- Periodic price reviews for multi-year Services contracts e.g. CPI increases
- Annual review and update of services rate cards and pricing models to price in any staff and operational cost increases, while keeping pricing competitive



Enterprise Managed Services Contract Profitability



Sales/ Transition

- Often elongated sales process
- İnvestigate and connect customer's environment
- Assess key risks and gaps
- Provide recommendations for mitigation
- Investment required for successful service – minimal return during this phase

Year 1

- Stabilisation period
- Build further process maturity and knowledge
- Continued high effort results in lower profitability than later years

Years 2-3

- Refine customer environment
- Reduce volumes e.g. tickets
- Realise benefits of prior years' investments and improved profitability

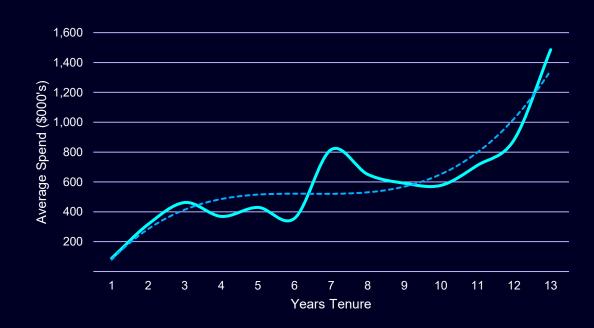
Year 4 Onwards

- Continued profitability
- Renew contracts for a second generation – increased profitability due to previous investments made

Increasing Profitability

- Cross selling by line of business and solution
- Driving profitable services that make the customer sticky
- New solutions like Copilot where we are the major incumbent
- Making sure we can sell from Consulting led all the way through to Managed Services and never disconnect from the customer
- Driving security and building out a managed service – as security is the #1 concern for our customers
- Increasing market share across all core vendors

Average total spend (revenue) by customer based on tenure with Data*3:



Internal Cost Ratio

Steady improvement in operating leverage

- System and process improvements, including enhancements of ERP and Managed Services platforms
- Al and automation such as customer invoicing portals and customer self service; incident monitoring and reporting
- Analytics and reporting to improve visibility and decision making – investing in Modern Data Platform and Power BI
- Investment in ISO27001 certification for Managed Services and Data#3 IPT during FY23; ongoing recertification costs should be reduced

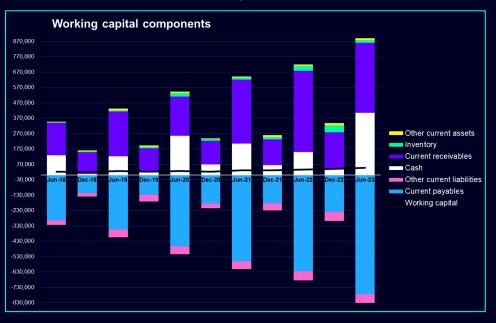
 Opportunities to put more volume and contracts through all lines of business with proportionately fewer additional resources



Working Capital

- Self-funded business with efficient working capital model and short or negative working capital cycles
- Favourable trade terms with suppliers (often greater than customer payment terms)
- DSO improvements in FY24 with reduction in partial shipments / normalisation of supply chain
- Seasonal peaks in cash position June and December – due to increased sales and customer prepayments end Q2 and Q4
- Inventory committed to customer contracts.
 Some aged due to partial shipments and timing of customer deliveries, but majority current

- Average cash position FY23 of \$120.9M however some low points < \$10M throughout year
- Net Working Capital average of approx. \$29M previous 5 financial years



Financial Reporting Insights

See notes on the types of revenue and expenses allocated to each line of the Consolidated statement of profit or loss:

Consolidated statement of profit or loss For the year ended 30 June 2023		
	\$'000	Explanatory Notes
Revenue		
Revenue from contracts with customers	2,560,700	Sales of products and provision of services to customers
Other revenue	3,870	Primarily interest earned on bank accounts
	2,564,570	
Expenses		
Change in inventory	(13,665)	Net decrease in inventory on balance sheet on recognition of sale
Purchase of goods	(2,078,047)	Products such as licenses and infrastructure purchased for customers, net of vendor rebates
Employee and contractor costs directly on- charged (cost of sales on services)	(99,148)	Payments to contractors directly on-charged to customers in relation to work carried out for them
Other cost of sales on services	(119,189)	Third party contractor costs and licenses (net of rebates) in relation to services provided to customers
Internal employee and contractor costs	(176,941)	Wages/salary, commissions, leave entitlements, and other employee-related expenses paid or accrued in relation to employees (both billable and admin)
Telecommunications	(2,073)	Telephone, mobile telephone and internet expenses
Rent	(1,780)	Rent expenses paid in relation to leases
Travel	(1,299)	Air fares, meals, accommodation, taxis, etc, in relation to business travel
Professional fees	(1,304)	Fees for recruitment, legal, audit, taxation and other miscellaneous professional services
Depreciation and amortisation	(6,280)	Depreciation of right-of-use assets, equipment, leasehold improvements and software
Finance costs	(1,247)	Interest expense in relation to leases of premises
Other	(10,363)	Software licensing and maintenance, subscriptions, insurances, marketing and office expenses
	(2,511,336)	
Profit before income tax expense	53,234	
Income tax expense	(16,204)	
Net profit for the year	37,030	
Other comprehensive income, net of tax:	231	Exchange of differences on translation of Fiji operations

ESG

ESG is integral to our company strategy

- Released 2023 ESG Report to ASX 24 October 2023, including alignment with United Nations Sustainable Development Goals (UN SDGs): 2023 ESG Report
- Received Frost & Sullivan Institute 2023 Enlightened Growth Leadership Award for second year running
- Finalised Reflect Reconciliation Action Plan (RAP) during FY23
- Year 3 of our Greenhouse Gas (GHG) Assessment with Pangolin Associates to establish baseline Scope 1, 2 and 3 emissions. More meaningful disclosures from FY24
- Emissions predominately Scope 2 and 3 electricity and IPT equipment
- Staged process to integrate climate reporting with financial reporting for FY25
- Next Steps: Carbon neutrality by 2032















Energy

Machines

Computing

Internet

Artificial Intelligence





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We are at the beginning of a new era of IT.

Generative AI will be as impactful as cloud or the internet.

Satya Nadella, CEO of Microsoft



Talent





Automation



Decentralisation



Digital Experience



Talent





Automation



Decentralisation



Digital Experience

Lifecycle Services



Talent





Automation



Decentralisation



Digital Experience

Security Portfolio



Talent





Automation



Decentralisation



Digital Experience

Data & Analytics



Talent





Automation



Decentralisation



Digital Experience

Hybrid Everything

Industry Trends



Talent



Cyber Security



Automation



Decentralisation



Digital Experience

Mixed Reality

Industry Trends



Talent





Automation

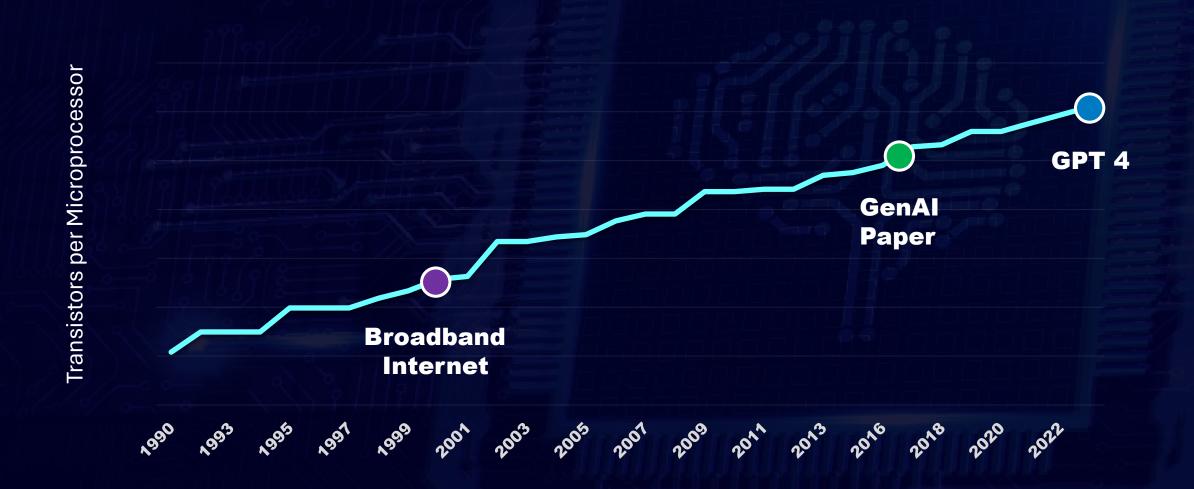


Decentralisation

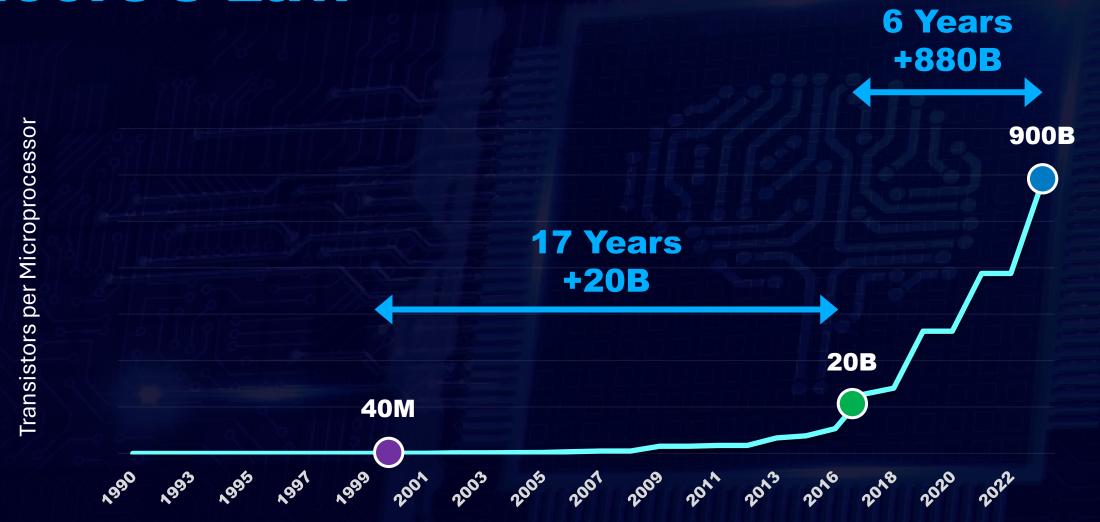


Digital Experience

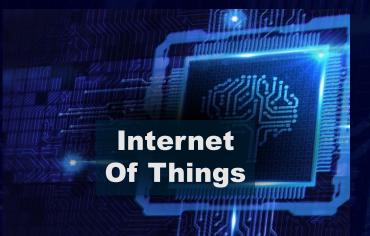
Moore's Law



Moore's Law

















Digital Transformation

Operational Technology







Robotics

Extended Reality

Foundational Technology





Hybrid Work







Data & Analytics

Connectivity

Digital Milestones



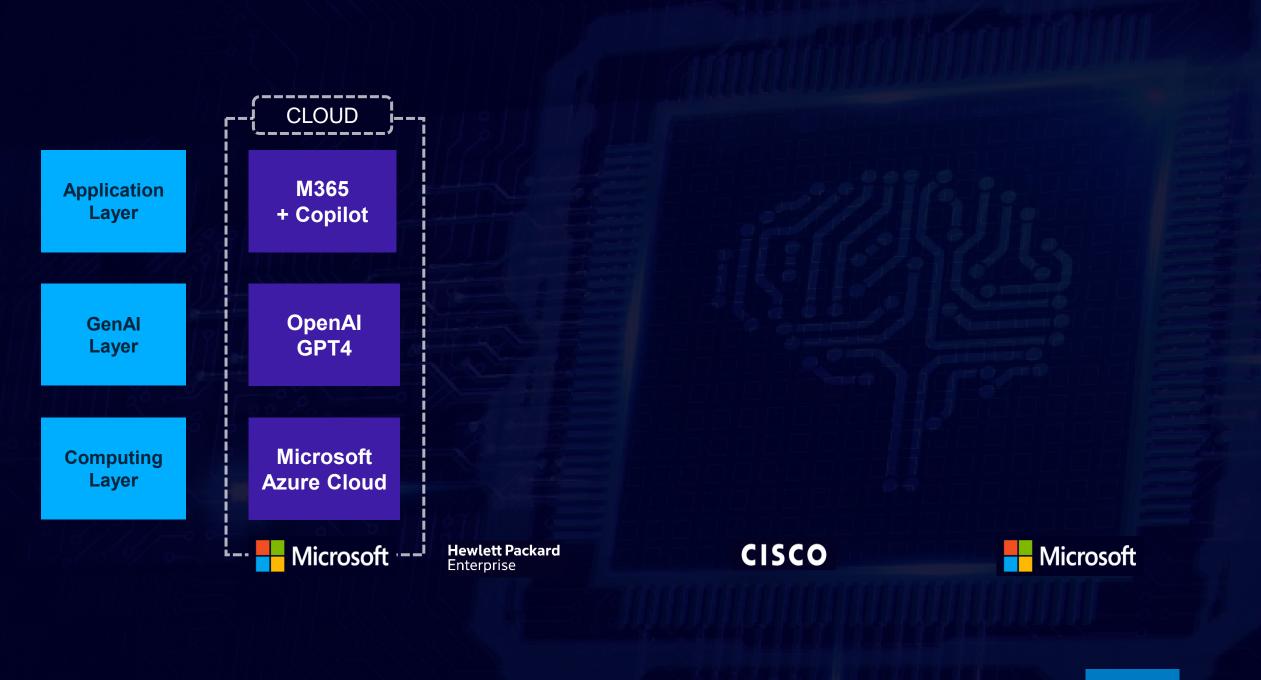


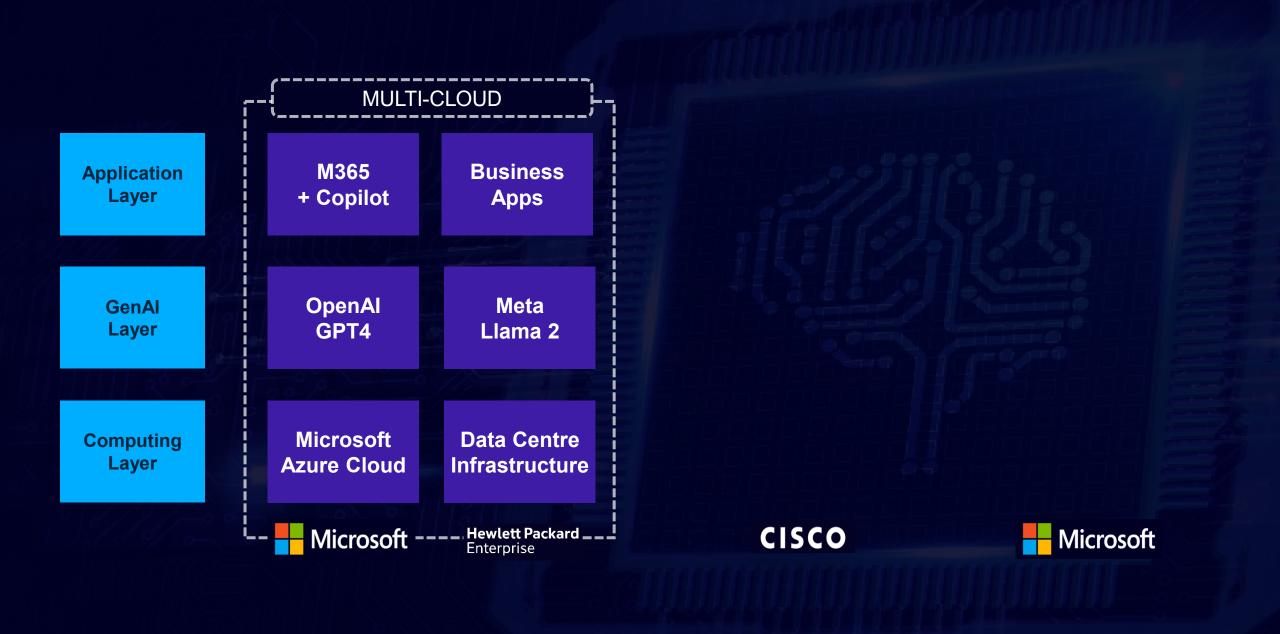


Computers The

The Internet

Artificial Intelligence





MULTI-CLOUD M365 **Business** + Copilot Apps **OpenAl** Meta GPT4 Llama 2 **Microsoft Data Centre Azure Cloud** Infrastructure Microsoft Hewlett Packard _ _ _ l

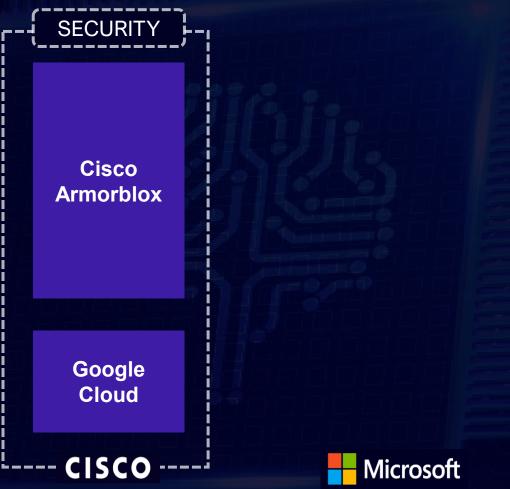
Application

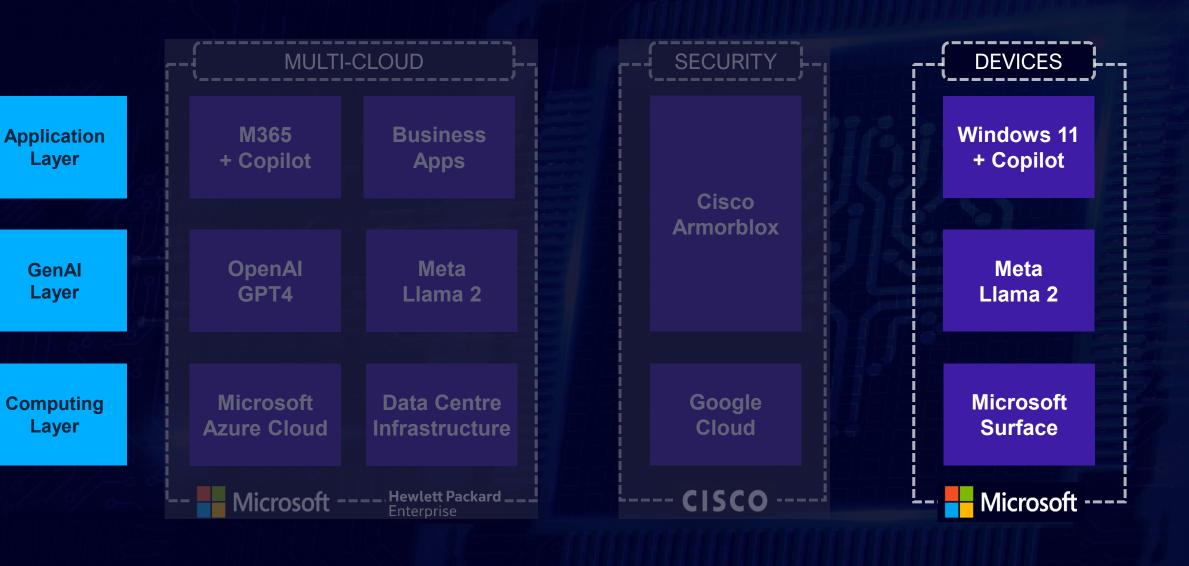
Layer

GenAl Layer

Computing

Layer

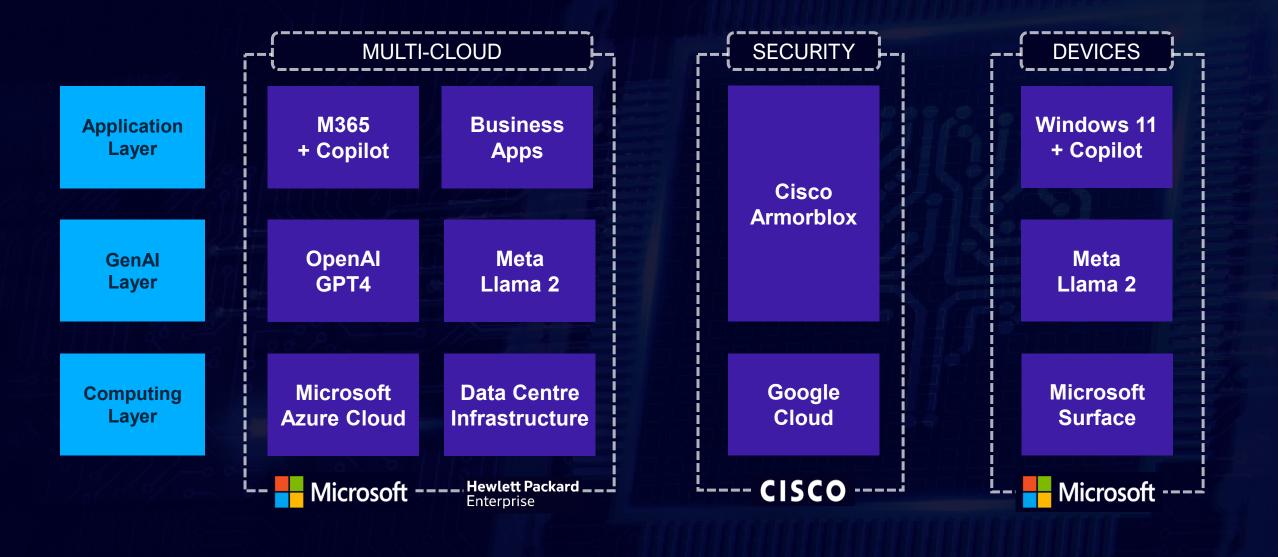




Layer

GenAl Layer

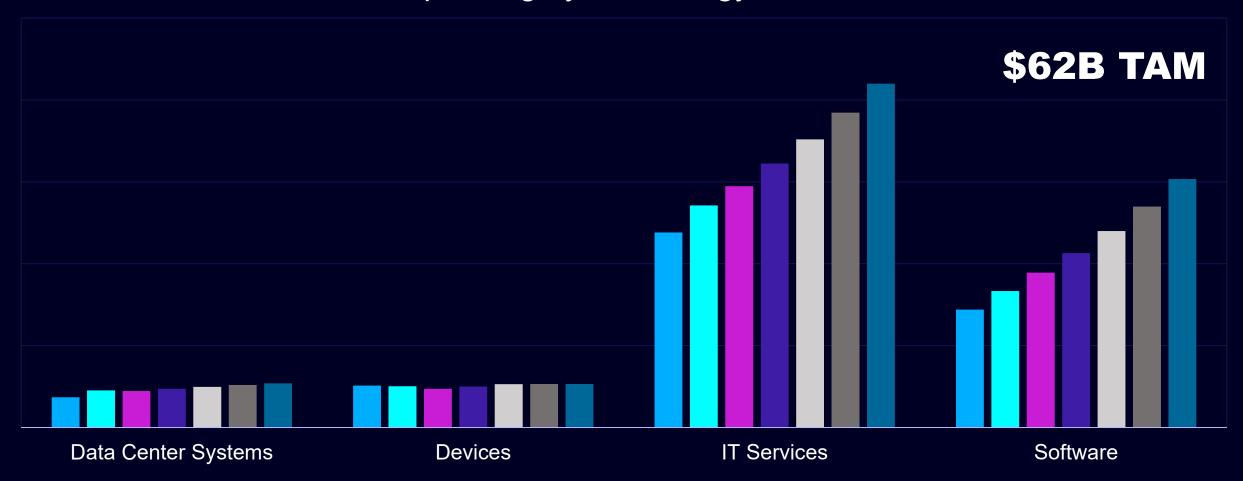
Layer



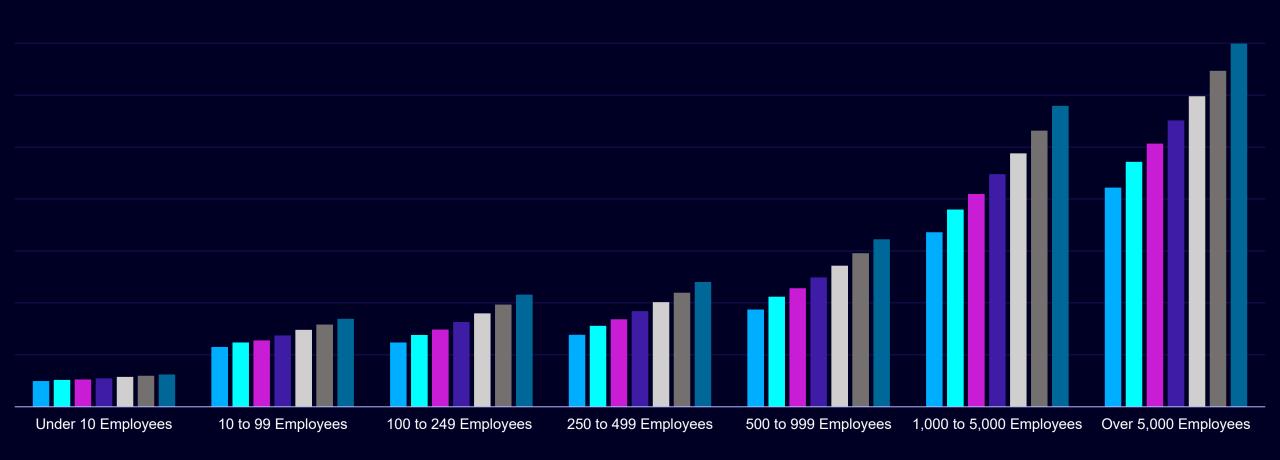
Q8A



B2B IT Spending by Technology Area 2021-27



IT Spending by Business Size 2021-27



Future Opportunity

- Australian IT Spending increasing from +5.8% in 2023 to +7.8% in 2024
- B2B spend rising from low single digits to double digit growth in Transportation, Healthcare, Utilities, Oil & Gas, Construction, Government, Education, Banking.
- Through 2024, the small business segment (<250 employees) will tighten their IT spending due to the economic uncertainties, compared to the midsize and large segments
- By 2026, two-thirds of software deployment will be done by SaaS rather than on-premises in the small and midsize organizations (< 1,000 employees), driving extra IT spend through easier cross- and upselling.



Cyber Security



Artificial Intelligence



Software & As-a-Service

Buying Model Trends



Business & Technology Focus



Enable a Multi- Cloud approach



Provide Hybrid Work solutions



Promote shifts to new Buying Models



Rapid adoption of Al

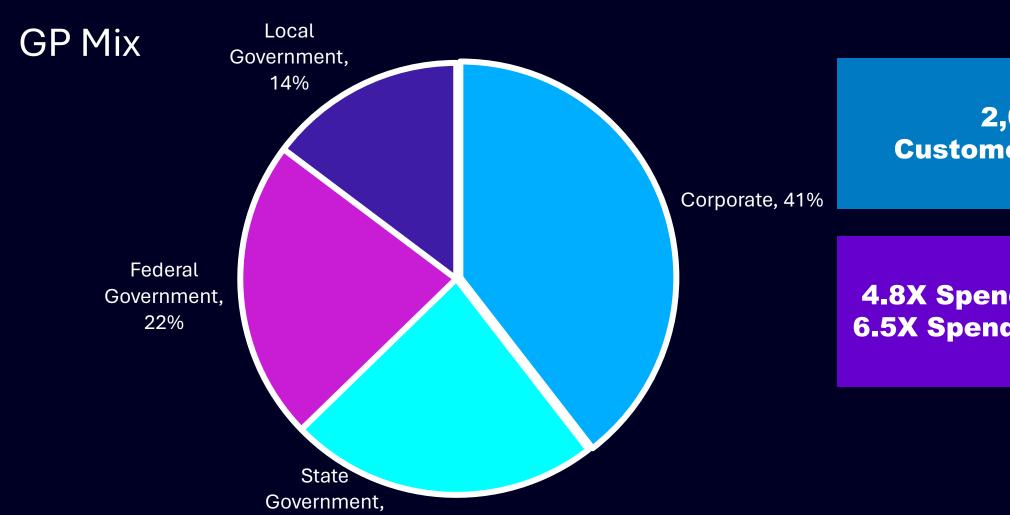
Public Cloud
Private Cloud
Cyber Security
Cloud Management

Collaboration
Devices
Security
Sustainability

Resale
Solution Sale
Marketplace
As a Service
Managed Service

Generative AI
Enterprise AI
Data Management
Security

Data#3 Customers



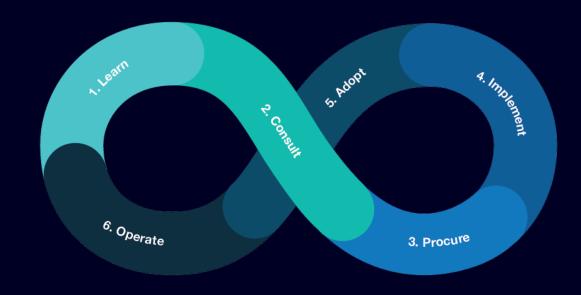
23%

2,000 Customer Groups

4.8X Spend in 5 Years 6.5X Spend in 10 Years

Customer Success Strategy

2x Opportunity Volume 8x Opportunity Value



+36%
Improvement in
Win Rates

Improvement in Gross Margins





The Griffith University Network Transformation Project represents a strategic investment for the University. Data#3's history of working with the University and strong capability in using technology to drive our business was a key part of our decision.

Our teams are working closely with the Data#3 team to deliver a world class campus network to support our business and learning objectives for the future.

Data#3

Mark Keenan, Director - Digital Foundations



Sales & Go To Market



JuicelT Brisbane 2023



Scale & Capability

Salespeople across Australia supported by sales operations and customer success. Supported by solution specialists.



Channels

Largely Face-to-Face Sales with a shift towards digital sales for efficiency and scale



Engagement

Mix of long-term relationships with a focus on cross selling and upselling value

Data#3

Delivering a Digital Future

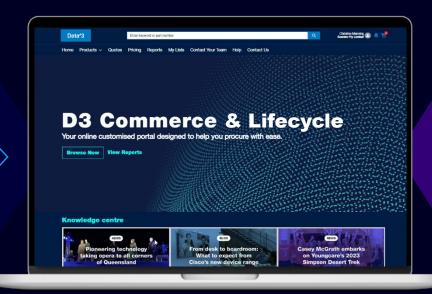


Microsoft

D¢LLTechnologies

Hewlett Packard
Enterprise





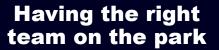
Data, Telemetry, Insights, and Al

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One place where I can buy, engage and optimise the lifecycle of hardware and software across my environment.

Winning in market







Solutions and Partnering is an art form

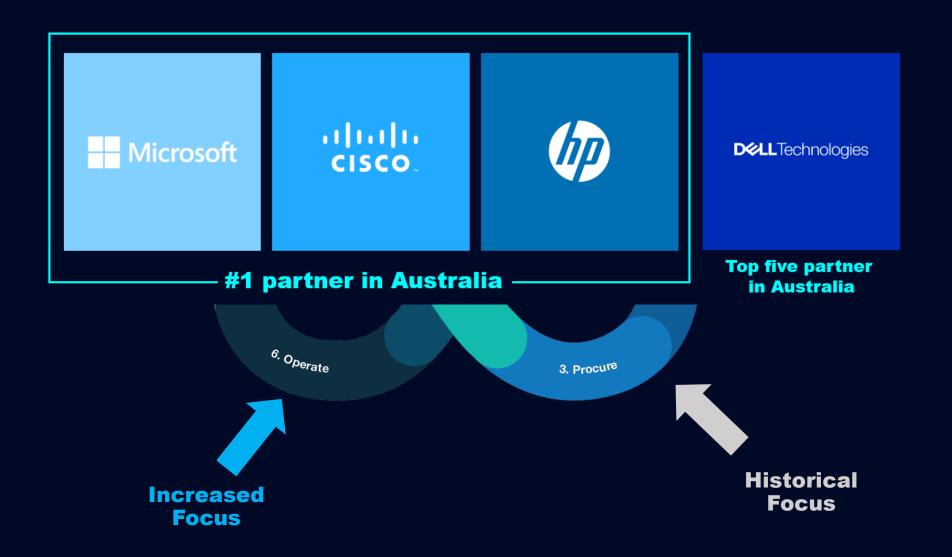


a complete Services & Lifecycle approach



a Culture that drives meaningful engagements

Vendor Strategy and Programs



Steven Worrall

Managing Director, Microsoft Australia and New Zealand

Data#3 and Microsoft

Microsoft Partner since

1994



Ten Advanced Specialisations across:

- Azure (2)
- Modern Work (4)
- Security (4)



Microsoft 365 Copilot Early Access Program (EAP)

Data#3 1 of 600 Customers Worldwide

Individual exams, certifications or assessments

450+

Surface PC Reseller of the Year 2023 (Worldwide)

Surface Reseller of the Year 2023 (Asia)

Surface+ Partner of the Year 2022 & 2023 (Worldwide)

Partner Advisory Councils

- LSP
- Compliance
- Surface

Microsoft's largest Australian Cloud Partner

(Azure, Microsoft 365, Dynamics)

Certified Staff

140+

16 AppSource Solutions published

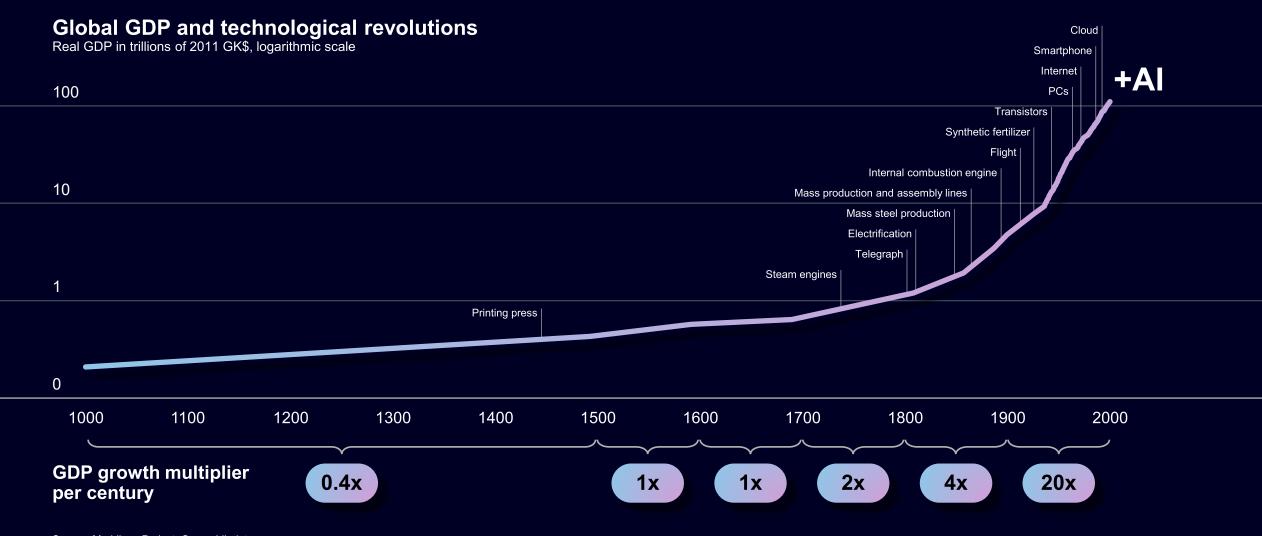
17 Azure Marketplace Solutions published

Migration Factory Partner with Microsoft Services

Tier 1 CSP, LSP

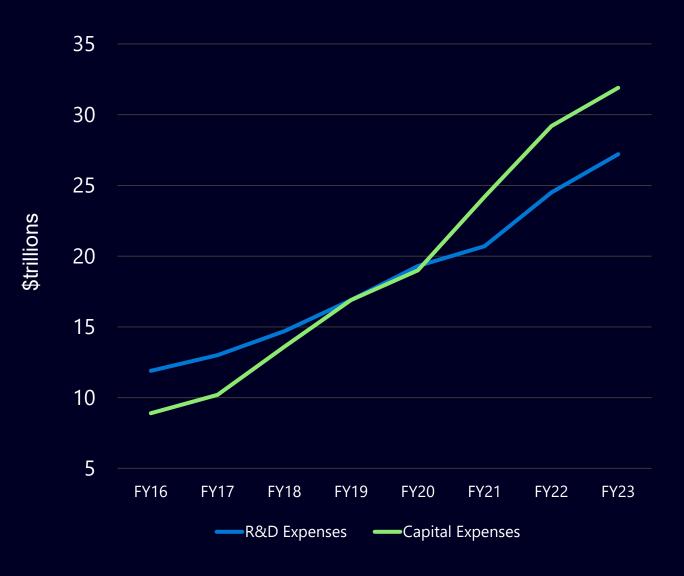


Technology drives GDP growth, and the pace of change is accelerating



Source: Maddison Project, Ourworldindata

Increase in capital investments



New regulatory patterns emerging

Safety and Security

- Ensure humans retain control of Al and it works as expected
- Ensure people can't misuse AI to create new dangers for society

Rights of Citizens

- Protect privacy, child safety, consumer protection, and election integrity
- Obligations for developers & deployers with high-risk systems

Value of Labour and IP

- The copyright debate as fundamentally a labor debate
- Issues around shifts in economic value

The need for standards, national regulation, and international coordination



Brad Colledge

Executive General Manager

4.46/5People Satisfaction

5.7 YearsAverage tenure

15.7%*
Turnover



Our Core Values

Honesty
Excellence
Agility
Respect
Teamwork

Key People Opportunities & Risks



Talent Shortages



Skills for the Future



Diversity & Inclusion



Innovation & Automation

Talent Acquisition & Skills Shortage



Employee Centric Labour Market



People Solutions
Differentiator in
the market



Career Pathways
Diversifying
Talent Pools



Investment in Sourcing Platforms

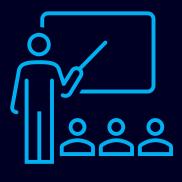
Skills for the Future



1.2M tech workers by 2030



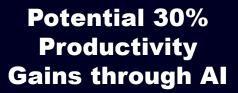
+8% increase in tech jobs



10,000+ hours professional Development

Innovation, Diversity & Inclusion







28%
English second
Language



60% Caring Responsibilities



35%
Female
representation
across the
business

Workforce Growth FY19-FY23



The Data#3 People Experience







People-related opportunities are central to our future success



We are committed to creating a skilled, dynamic, diverse, inclusive, and adaptable workforce



That is ready to meet our strategic objectives, drive profitability and sustainable growth



Ensuring the future success of our people, partners, customers and Data#3.



Business Outcomes in 2023

TOP BUSINESS OUTCOMES IN 2023* CIO DI

CIO DIGITAL INITIATIVES ALIGNED TO BUSINESS OUTCOMES*

1 Optimization & Risk Management

Application Modernisation

Operational Resilience

Process Automation

Customer Excellence

Enhance Online Presence

Data Analytics Innovate with Emerging Technology

3 & Productivity

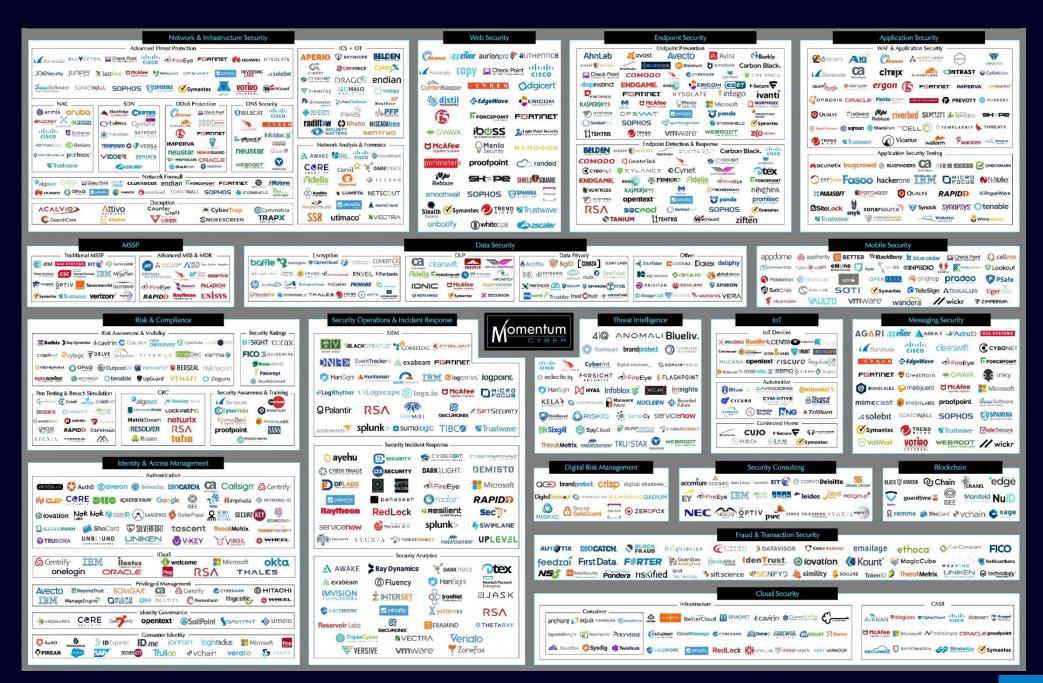
Hybrid-Work Connectivity

User Experience Optimisation

Collaborative Workspaces

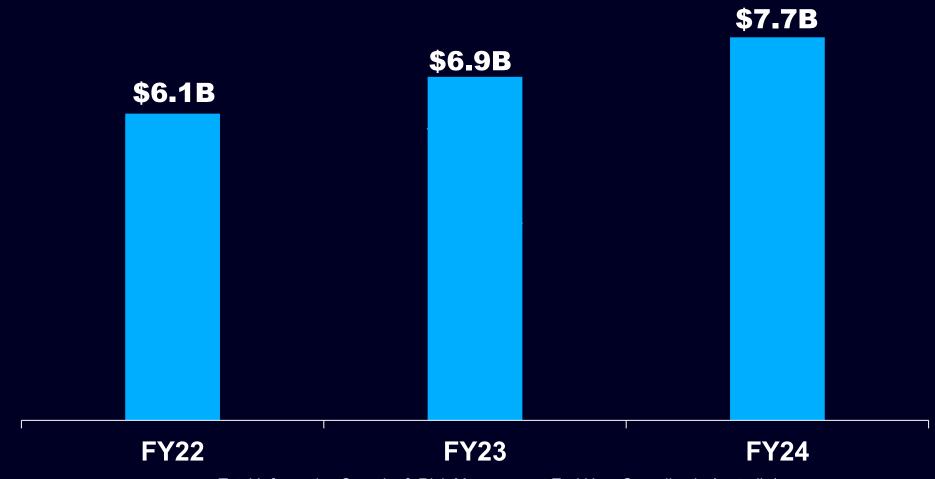
CISO Priorities

CIO DIGITAL INITIATIVES*	CISO CYBERSECURITY PROJECTS*		ROJECTS*	CYBERSECURITY TOOLS*
Application	Data	Application	Identity & Access	Data Loss Prevention Encryption Data Classification Cloud Access Security Broker Single Sign-On Privileged Access Management Dynamic Application Scanning Static Code Analysis Firewall Management Multi-Factor Authentication
Modernisation	Security	Security	Management	
Operational	Governance, Risk	Security	Security	Risk Monitoring Supplier / Partner Risk Management Regulatory / Industry Mandate Compliance Risk Statistics Session Replay / Packet Capture Security Digital Forensics Log Correlation & Event Ticketing Analysis Malware Analysis
Resilience	& Compliance	Operations	Services	
Process	Cloud	Security	Endpoint	Threat Intelligence Investigation SOAR Container Security System Hardening & Serverless Computing Malware Scanning for Servers DLP for Cloud Workload Protection Servers Protection
Automation	Security	Operations	Security	
Enhance Online	Cloud	Application	Identity & Access	Standards & Vulnerability Management Classification Cloud Access Security Broker Single Sign-On Privileged Access Management Dynamic Application Scanning Container Security Static Code Analysis Identity Management Multi-Factor Authentication
Presence	Security	Security	Management	
Data Analytics	Data Security	Application Security	Identity & Access Management	Data Loss Prevention Endpoint Encryption Data Classification Cloud Access Security Broker Dynamic Application Scanning Container Security Static Code Analysis Web Application Firewall Single Sign-On Management Privileged Access Management Identity Management Multi-Factor Authentication
Innovate with	Network	Security	Endpoint	Endpoint Device Management Encryption System Hardening Local Sandboxing Mobile Threat Protection Endpoint Protection Next Gen Incident Response Services Management Research Hunting Readiness
Emerging Technology	Security	Services	Security	
Hybrid-Work	Network	Cloud	Endpoint	Secure Web Gateway DNS Malware Encrypted Traffic Email Network Analytics Prevention Container Security System Hardening & Serverless Computing Protection Management Encryption
Connectivity	Security	Security	Security	
User Experience Optimisation	Identity & Access Management	Remote Access	Endpoint Security	Data Loss Prevention Encryption Data Classification Classification Security Broker On Privileged Access Management Secure Web Gateway ZTNA ADEM URL Filtering Identity Multi-Factor Authentication
Collaborative	Content &	Cloud	Endpoint	Encryption in Transit Content Response Browser Isolation Security System Hardening & Intrusion Detection Serverless Computing Malware Scanning for Storage Security Data Loss Prevention for Cloud System Hardening & Workload Protection
Workspaces	Collaboration	Security	Security	





Total Addressable Market



Total Information Security & Risk Management End User Spending in Australia*

What We Do



Safeguard our customers' Identities, Information, Infrastructure and Applications



Proactively assist our customers in managing Cyber Security Risks



Enhance customer capabilities with Managed Security Services and SOC



Drive Adoption & Consumption with Services & Lifecycle

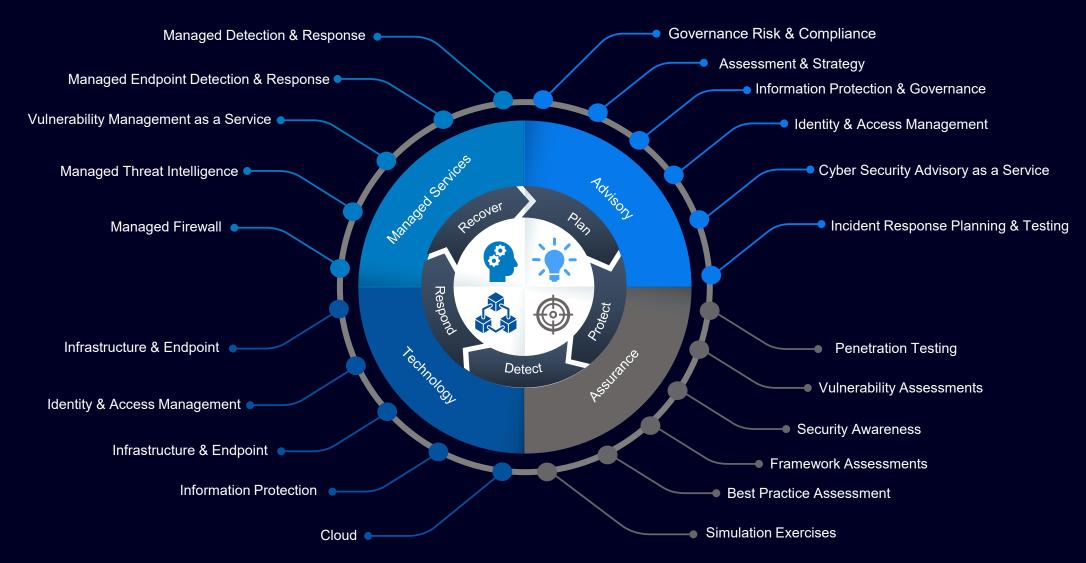


Enable and secure our customers' cloud strategy

Reduce Complexity

Can you run it for me?

What Do I Plan for?



What technology do I need?

Am I protected?









SecurityHQ









mimecast°



































Q8A

