

06/08/2018
Manager of Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

DICKER DATA APPOINTED AS DISTRIBUTOR FOR DELL EMC IN NEW ZEALAND
Building Upon Success with Dell EMC in Australia

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as a distributor of the complete range of Dell EMC products including notebooks, desktops, server, storage, networking and peripherals for the New Zealand market. The distribution agreement comes into effect on Monday, 6th August 2018.

Dicker Data Chairman and CEO, David Dicker, said “I’m pleased to announce the extension of our partnership with Dell EMC into the New Zealand market. Since taking on their entire portfolio in Australia over a year ago, Dell EMC has quickly become our fastest growing vendor. There is strong demand for the Dell EMC portfolio across ANZ and I expect our New Zealand business to experience a similar uptake to what we have seen in Australia.”

Geoff Wright, General Manager ANZ Channels, Dell EMC, said “Dell EMC is proud to be extending its partnership with Dicker Data into New Zealand. Since launching in 2016, Dicker Data’s business acumen has been critical to our joint success and they have delivered outstanding growth for Dell EMC. I look forward to taking our NZ business to new heights with Dicker Data.”

The Dicker Data NZ team is now actively positioning Dell EMC with its partner community.

For and on behalf of the Board,



David Dicker
Chairman & CEO

About Dicker Data Limited

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 clients include over 5,000 value added resellers. For more information, [click here](#).