

10/07/2015

Manager of Company Announcements  
ASX Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

### **DICKER DATA SIGNED AS AUTHORISED INTEL DISTRIBUTOR FOR AUSTRALIA**

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as an Intel distributor. Effective immediately, DDR has been granted distribution rights to Intel SSD, NUC, 2-in-1 and server related products to service the Australian market.

Chairman and CEO, David Dicker, said “We’re delighted to announce our new partnership with Intel. We’ve been working closely with Intel for many years in varying capacities so when this opportunity presented itself, we grabbed it with both hands. The components market is a natural extension of our traditionally strong finished goods business and we see a strong opportunity to partner with both new and existing resellers.”

“Over their 37 years’ in the Australian market, Dicker Data has developed a broad reach of resellers specialising in both the SMB and mid-market sectors. We’ve seen growth in the sales of innovative form factors such as the Intel® NUC and 2 in 1s in the last 12 months and Dicker Data is well placed to offer further support to the channel through their solid product knowledge and diverse industry reach. Intel is pleased to announce Dicker Data is now an authorised Intel® distributor for select Intel products,” said VR Rajkumar, Channels Sales Director, Intel Australia and New Zealand.

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](#).