

25/05/2017
Manager of Company Announcements
ASX Limited
Exchange Centre
20 Bridge Street
Sydney NSW 2000

DICKER DATA APPOINTED AS DISTRIBUTOR OF PURE STORAGE
Appointed to Support Growing Demand in Australia for Pure Storage's Products

The Board of Directors of Dicker Data Limited (ASX: DDR) are pleased to announce our appointment as a distributor of Pure Storage for the Australian market. The distribution agreement comes into effect immediately.

David Dicker, Chairman and CEO, Dicker Data Limited, said "We're pleased to welcome Pure Storage into our vendor line up. The alliance between Cisco and Pure Storage is one of the key drivers behind this move as we look to proactively position their products into our extensive Cisco partner base. This strategy will assist us to scale quickly and gain access to incremental revenue that we may not have otherwise captured."

"Dicker Data is a standout distributor with extensive experience and an excellent reputation across Australia. They are an obvious choice for when it came to partnering a new distributor to support our growth across the region," said Dino Soepono, Director Channels and Alliances, Pure Storage Asia Pacific and Japan.

Dicker Data has been appointed to service growing demand for Pure Storage's All-Flash Arrays and Converged Infrastructure solutions delivered in partnership with Cisco.

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](#).