

Data#3

Goldman Sachs Emerging Companies Conference 2013

DATA#3 LIMITED (DTL)

CONTENT

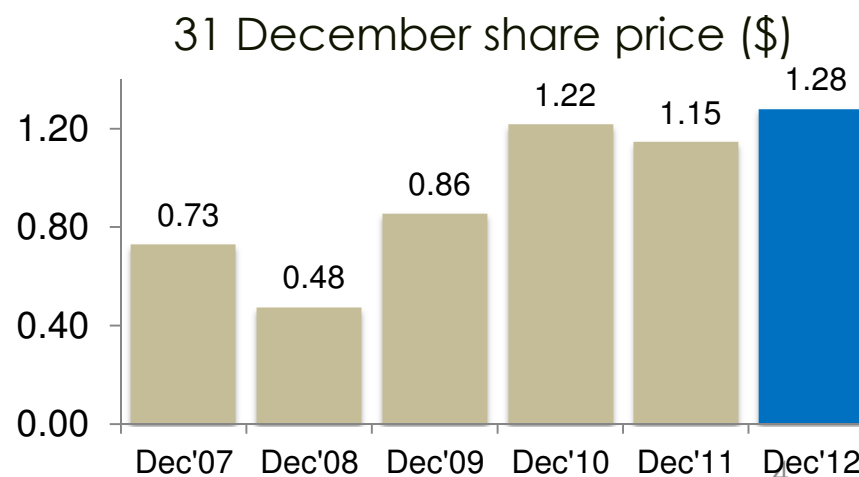
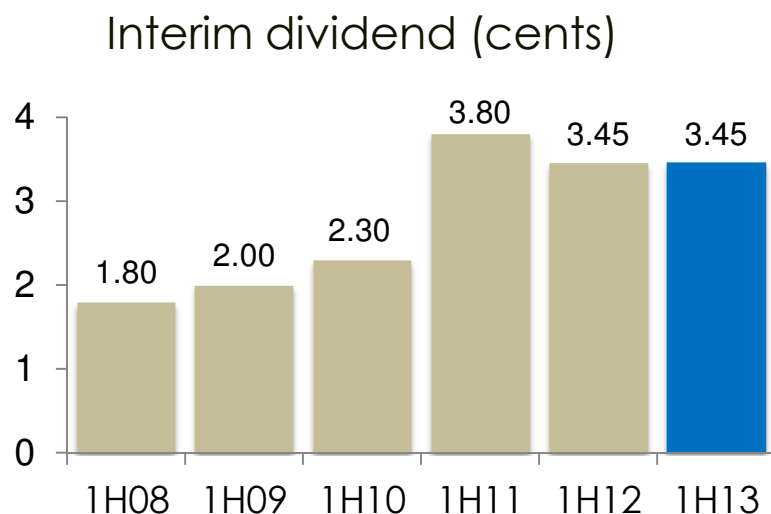
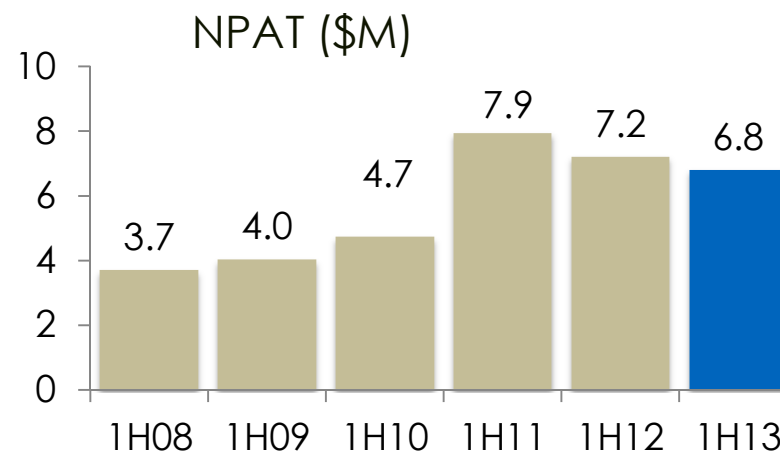
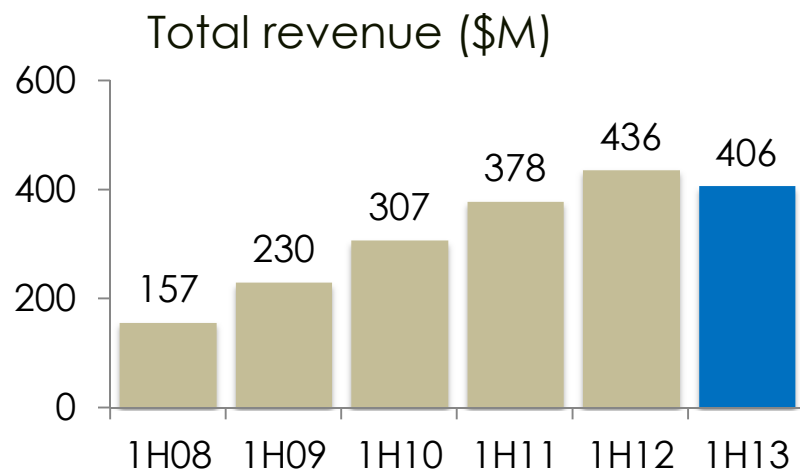
- Snapshot
- Our business
- The environment
- Sustaining growth
- Risks and mitigation
- The bottom line

SNAPSHOT

A long and successful history

- Formed in 1977
- Listed in 1997
- 1H revenue down 6.8%
- 1H profit down 6%
- 1H dividends in line with pcp
- Strong cash flow and balance sheet
- Market cap \$160+M

SNAPSHOT – DIFFICULT MARKET



OUR FY13 PLAN - ASSUMPTIONS

Investment will remain subdued

- Economic conditions volatile and uncertain
- Customers business priorities will be growth at lower cost; efficiency and compliance; and productivity
- Government investment will contract particularly in Qld
- 2013 technology market will be at best similar to 2012

OUR FY13 PLAN - ASSUMPTIONS

Customers want more for less

- Consumption of technology is moving from insourcing to outsourcing and 'as a service'
- Cost will remain a major decision driver
- Marketplace will be competitive

Best people highly sought after

- People expenses will remain under pressure

OUR FY13 PLAN – KEY FOCUS

Aligning our offerings

- Building out our Trusted Cloud infrastructure, Service Desk and sales capacity
- Increasing our capacity to deliver
 - Technology independent consulting services
 - Solutions incorporating Microsoft and Cisco technologies
- Developing Data^{#3} owned IP for resale

OUR FY13 PLAN – KEY FOCUS

Lower costs & increase productivity

- Implementing our customer procurement portal
- Automation of manual processes

Maintain people commitment

- Office refurbishments in Adelaide, Perth and Canberra
- Extending the range of benefits
- Extending our learning environment

OUR BUSINESS

OUR BUSINESS



Our national footprint

1H FY12

708 permanent
315 contractors
1023 people

1H FY13

686 permanent
284 contractors
970 people

Perth Office

Canberra Office

Adelaide Office

Melbourne
Office
Warehouse &
Configuration Centre

Brisbane
Head Office
Warehouse &
Configuration Centre

Sydney
Office
Warehouse &
Configuration Centre
Datacentre

RESELLER OF MARKET LEADING TECHNOLOGIES + SERVICES



RESELLER OF OUR OWN PRODUCTS AND SERVICES

Products



Schools
Information
System



Business
Productivity
Kit

RESELLER OF OUR OWN PRODUCTS AND SERVICES

Services

- Strategic Consulting
- Business Productivity
- Business Application Solutions
- Service Desk
- Outsourcing
- Infrastructure as a Service
- Software as a Service
- Contracting, recruitment and outplacement

CUSTOMER PROFILE

Large Qld Local Govt customer

Phase 1- partial outsource

- Service Desk – desktop support
- Infrastructure upgrade projects

Phase 2 – full outsource

- All data centre infrastructure
- Replaced by Data#3 Trusted Cloud infrastructure as a service

CUSTOMER PROFILE



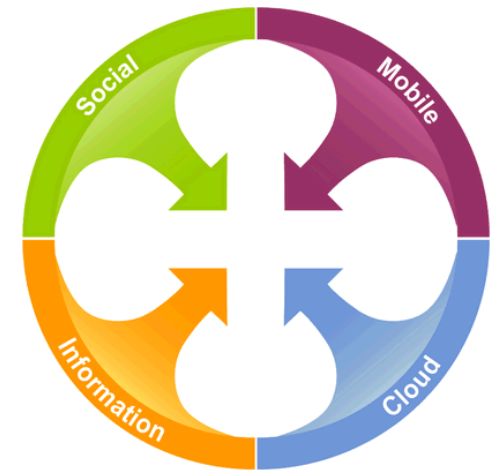
Queensland Government

QP861 – hardware procurement

- Whole of Government
- HP Desktop, portable and server hardware
- Broad range of other peripherals
- 3 years + 2 x 1 year options
- Extends a 16 year relationship
- Leverages our supply chain investment
- Underpins continued performance and growth

THE ENVIRONMENT

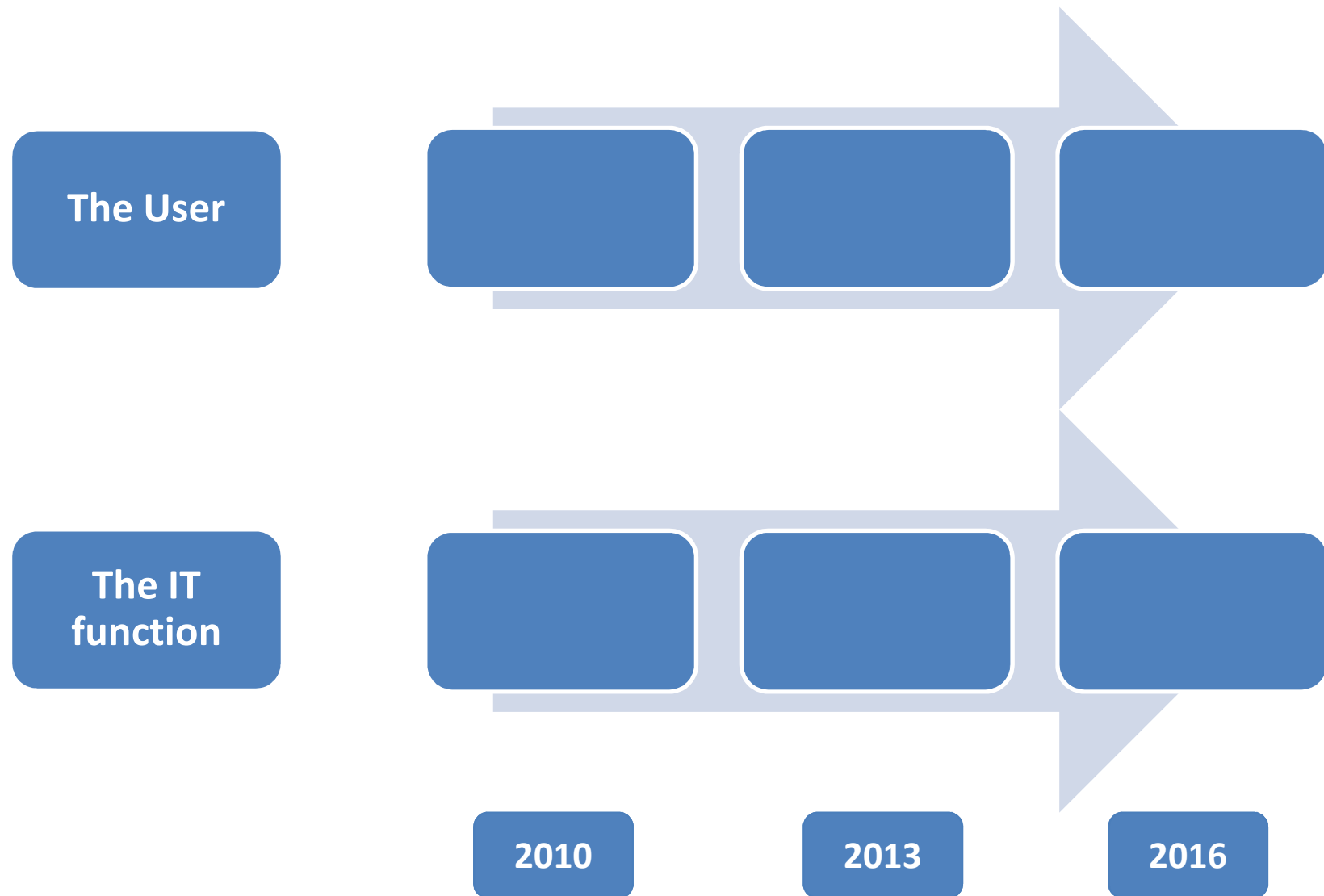
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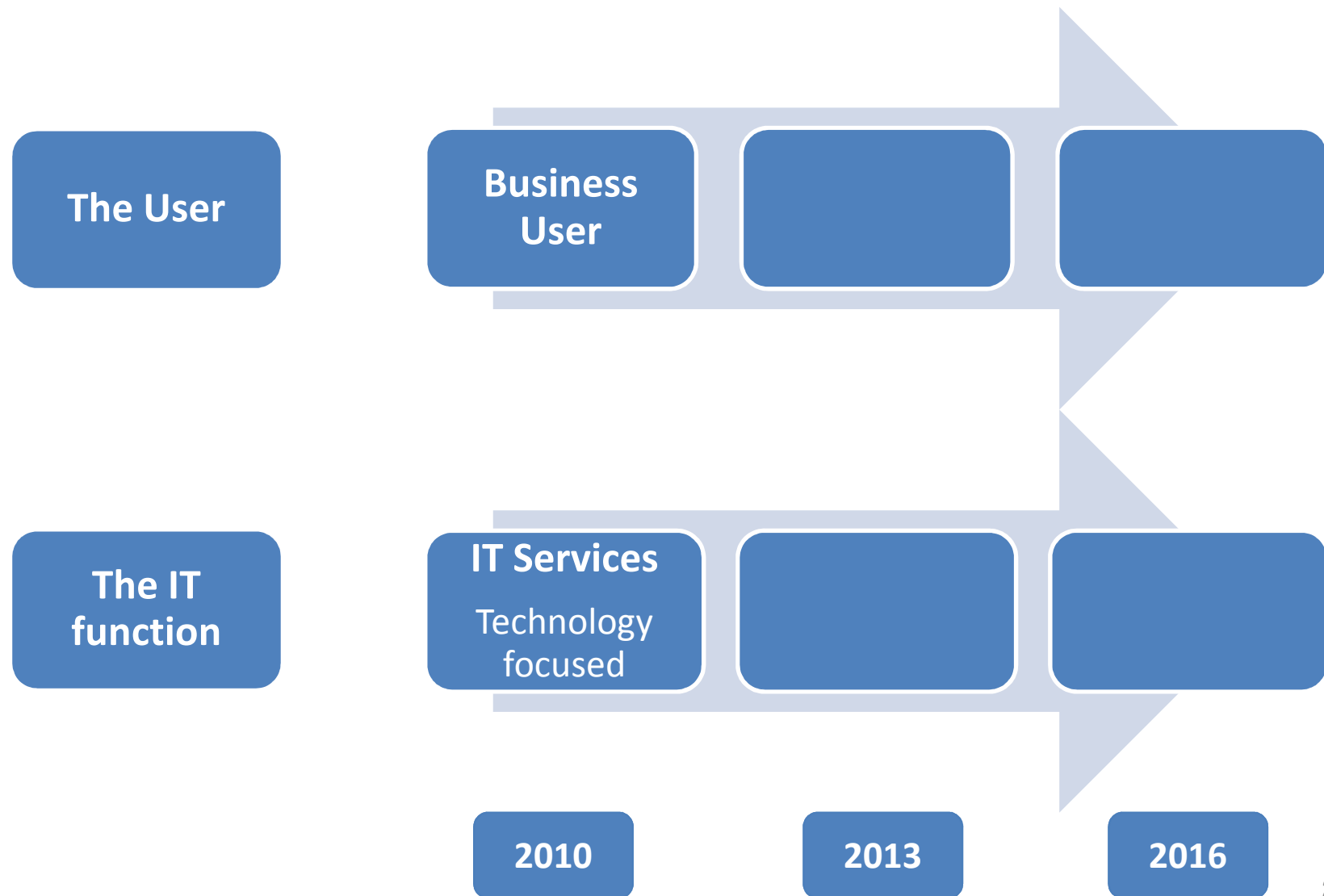
Gartner's Nexus of Forces

- Social
- Mobile
- Cloud
- Information

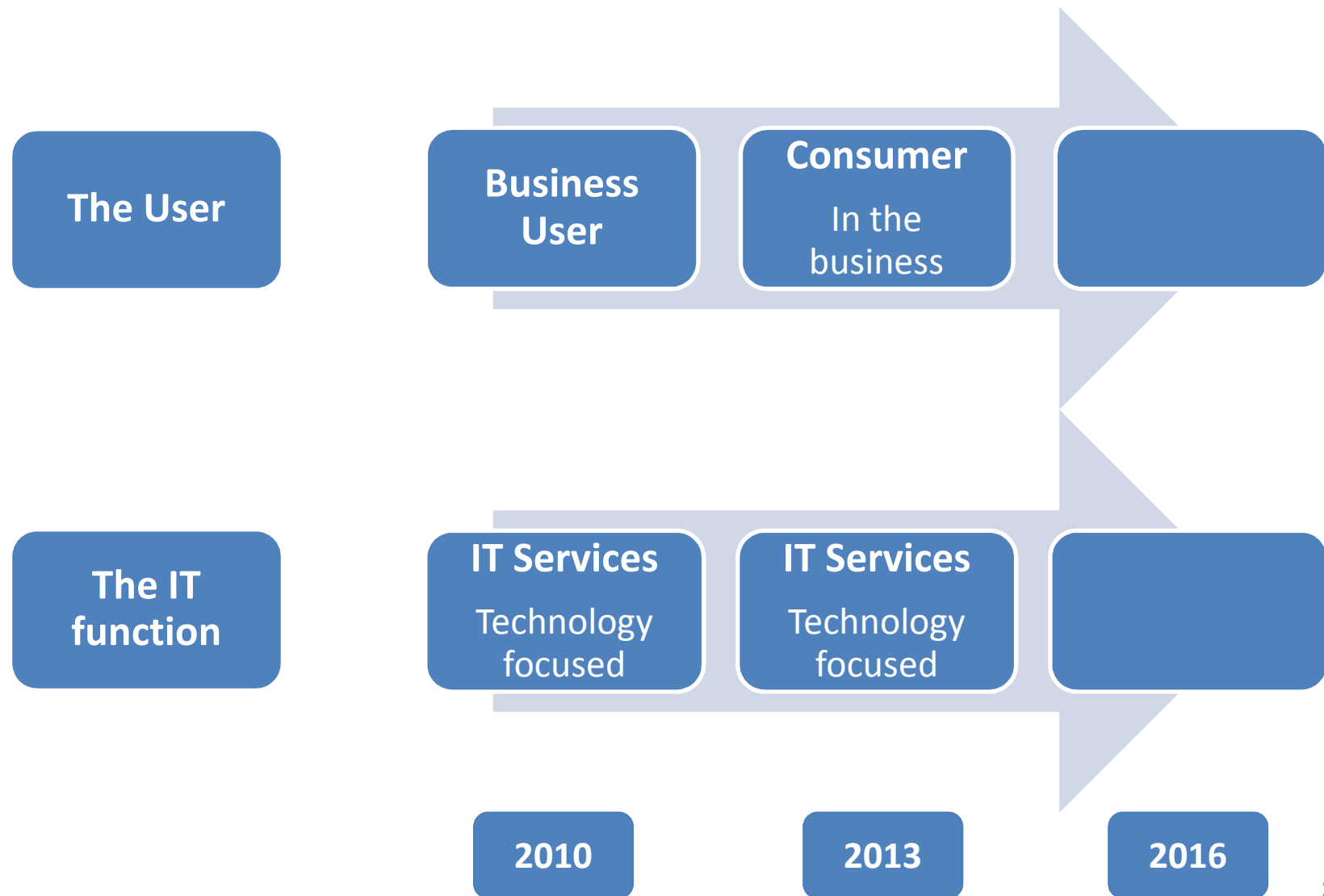
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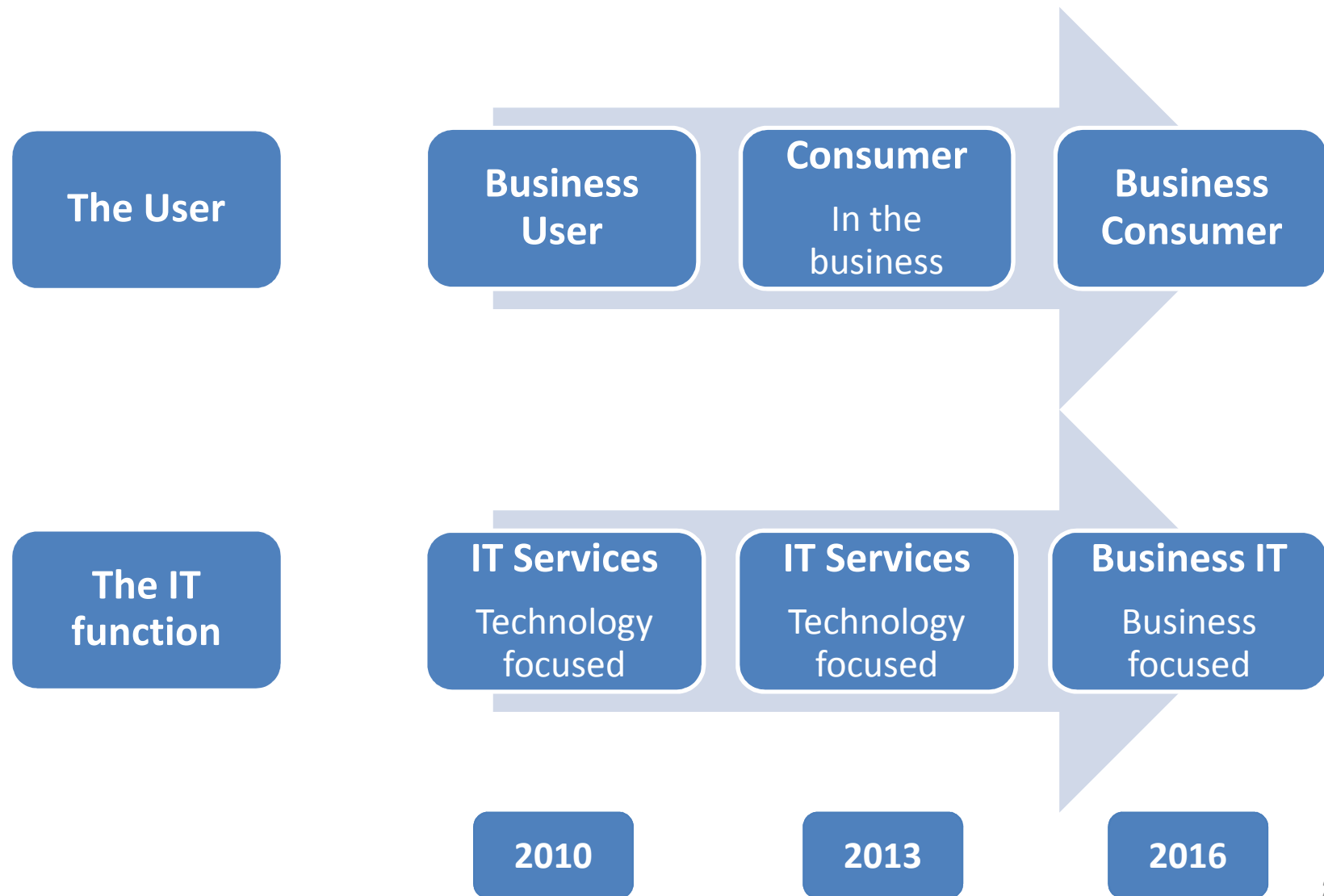
THE ENVIRONMENT



THE ENVIRONMENT



THE ENVIRONMENT



THE OPPORTUNITY

Valued by customers

- Services that are business information, business application and business anywhere, anytime focused
- Services for Business IT's transformation to a business advisor, enabler and integrator
- Services to transition the user experience to that of a Business Consumer

THE OPPORTUNITY

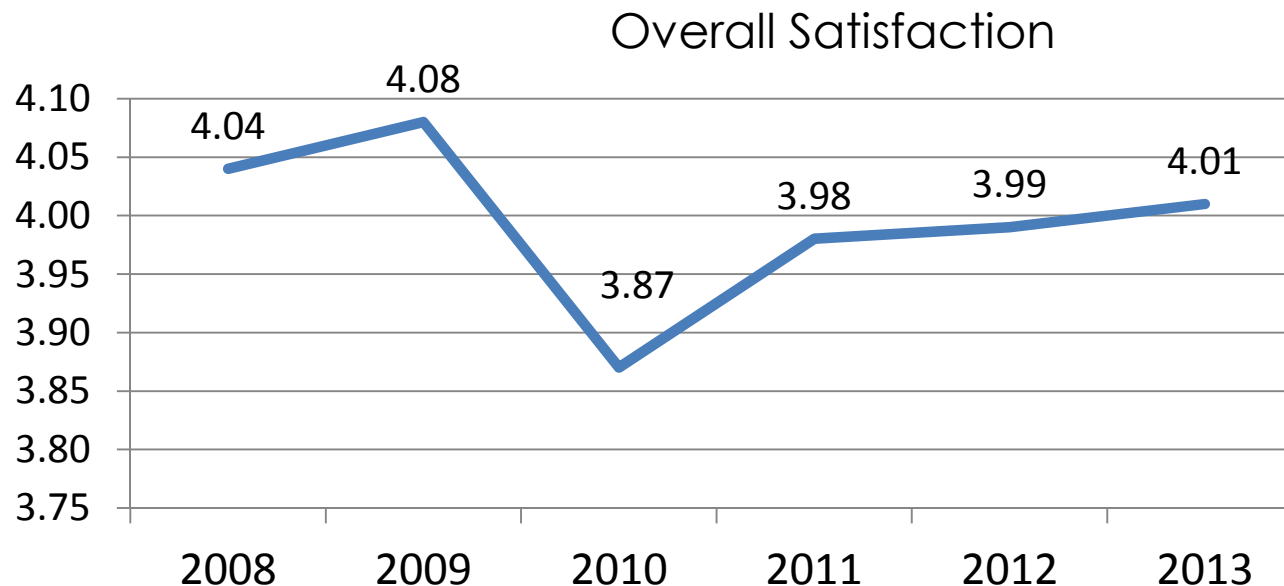
Valued by customers

- Product and services that help Business IT deliver bundled, commoditised, outsourced and/or Opex funded applications and infrastructure in a hybrid IT environment
- Services that leverage ROI from IT assets and the cloud

SUSTAINING GROWTH

SUSTAINING GROWTH - PEOPLE

Employer of choice + skills + productivity



SUSTAINING GROWTH - SOLUTIONS

Solutions that maintain relevancy

- Delivered across Consumption Model
- Centred on global technologies as a reseller
- Centred on Data^{#3} IP
- Transformational consulting services

SUSTAINING GROWTH - EXCELLENCE

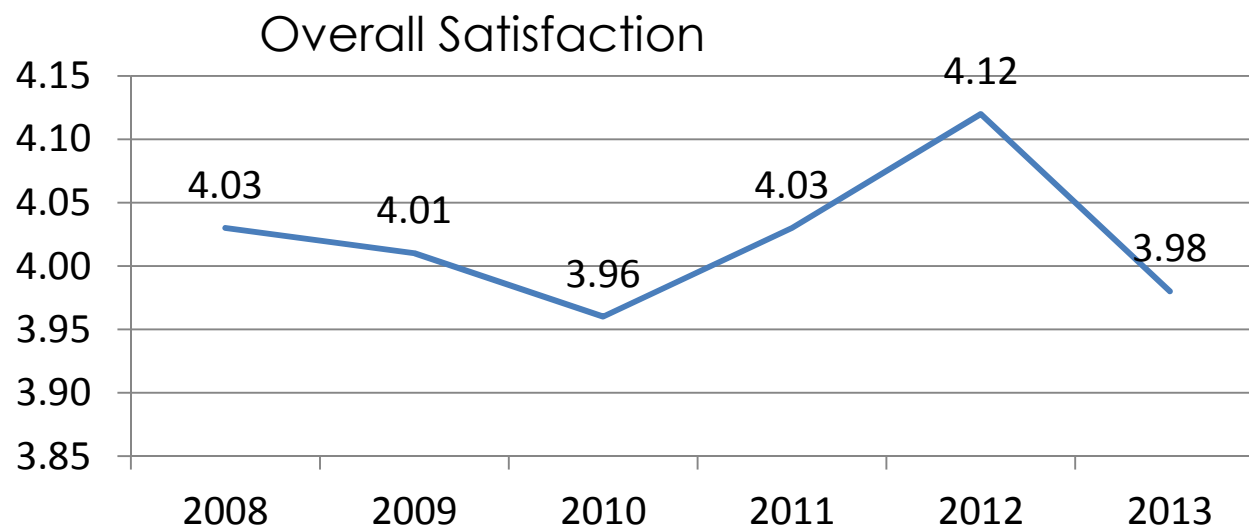
High performance organisation

- Automation
- Discipline
- Structural consolidation and alignment
- Agility
- Transformational change

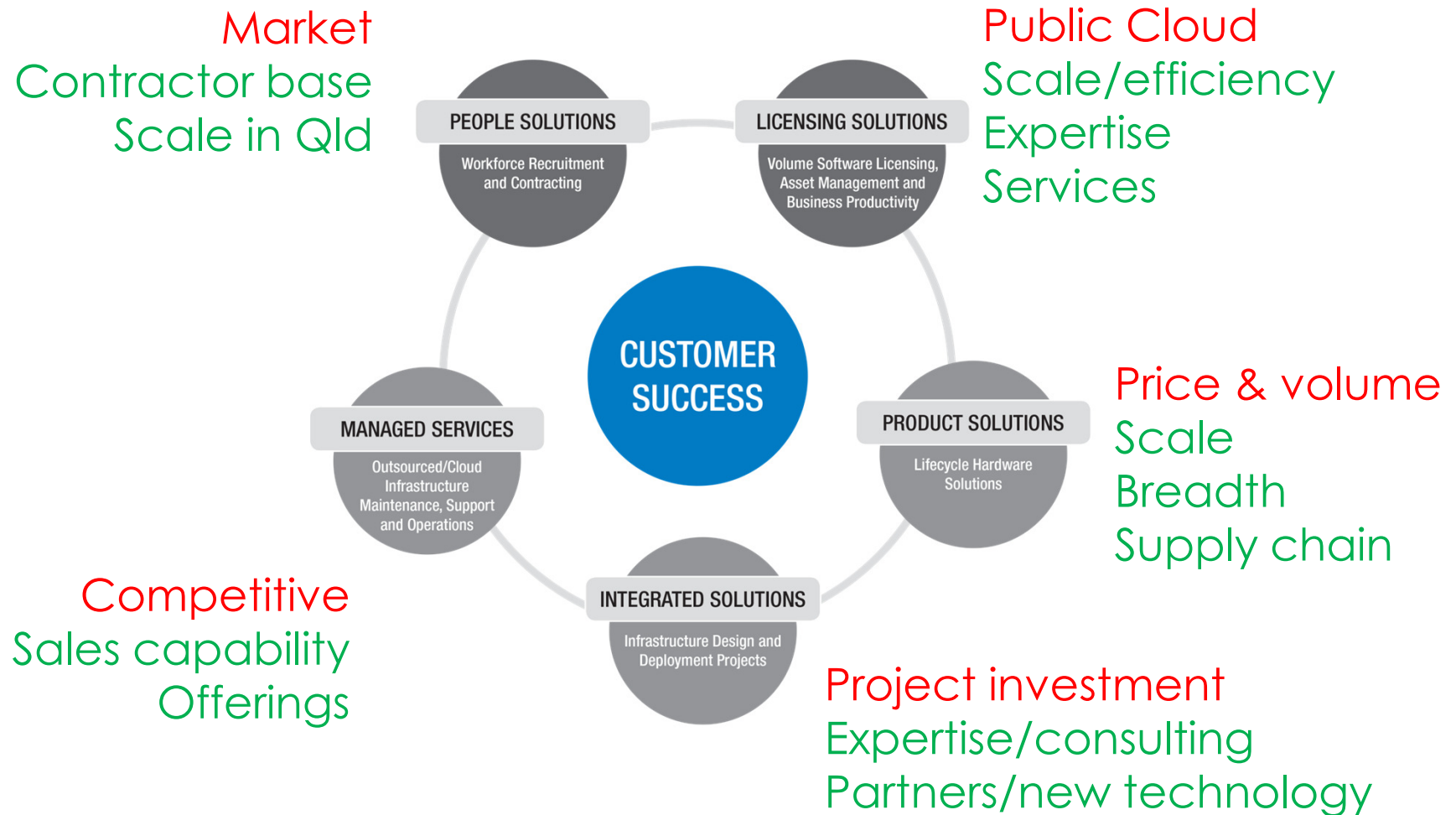
SUSTAINING GROWTH - CUSTOMERS

An outstanding experience

- Trusted advisor
- Consistent, flexible and low risk
- Quick and easy to do business with



RISKS AND MITIGATION



THE BOTTOM LINE

THE BOTTOM LINE

As well positioned as any...

- Broad access to a large but 'flat' market
- Positive sentiment people, customers and partners
- Competitive range of solutions
- Strong balance sheet and cashflows

Q & A

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