



# DataDot Technology Limited

ACN 091 908 726

## Stock Exchange Announcement

16 May, 2005

### RUSSIAN AUTO INSURER COMMITS TO DATADOT

#### AT AUSTRALIA WEEK IN MOSCOW

*Australia Week in Moscow*, organised by the Australian Trade Commission and opened by the Governor-General, Michael Jeffrey, on May 10, is the largest Australian trade promotion ever held in Russia. As an exporter of anti-theft parts-marking technology to the Russian auto industry, and described by the Governor-General as a *world leader* in its field, DataDot Technology was one of over 30 Australian companies invited by the Australian Trade Commission to participate in *Australia Week in Moscow*. The DataDot Technology exhibition at *Australia Week* was opened by Australia's Trade Commissioner in Russia, Gregory Klumov.

On Friday 13 May at *Australia City*, the venue for *Australia Week in Moscow*, it was announced by Mr Igor Yamozy, Deputy Director-General and Head of Auto Insurance of Russia's largest insurance company, Ingosstrakh, that fitting DataDots to vehicles will now be required by Ingosstrakh as a mandatory condition of providing vehicle insurance. He said that this new policy was based on extensive testing conducted by Ingosstrakh, which had demonstrated that DataDotDNA had significantly reduced the incidence of vehicle theft and increased the rate of stolen vehicle recovery. As an indication of Ingosstrakh's confidence in the DataDotDNA system to reduce vehicle theft, Mr Yamozy also announced that the new policy of compulsory DataDot application would be accompanied by a reduction of almost 90% in the cost of the theft component of his company's vehicle insurance premiums.

The Deputy Minister of Economic Development and Trade in the Russian Federation, Mr Vitaly Saveliev, echoed this level of confidence in remarks to representatives of DataDot Technology, the Australian Trade Commission and Russian importer Techmashimport. He said that the Russian Government would continue to endorse DataDotDNA systems as a key weapon in the fight against property crime in Russia.



The Chief Executive Officer of DataDot Technology Ltd, Mr Ian Allen said “The initiative taken by Ingosstrakh Insurance Company, and the continued support of the Russian authorities, are critical building blocks in DataDot’s expansion into the Russian market. While vehicle insurance is not yet the major industry that it is in the West, it is expanding rapidly as the Russian economy grows and is modernised”.

## **About DataDot Technology Limited (DDT)**

DDT is one of the world’s leading asset identification companies, with expanding global operations. DDT has invented, patented and commercialised an asset identification technology which provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves.

DataDotDNA are tiny microdots, each about the size of a grain of sand, with multiple lines of laser-etched information detailing an asset’s main identifier. Thousands of DataDots can be applied to the surface of an object. DataDotDNA can then be detected with a UV light and read with a magnifier.

The DataDotDNA technology has gained acceptance around the world and is currently sold in Australia, UK/Europe, USA, Canada, South Africa, Indonesia, Taiwan, Thailand, Hong Kong, China, New Zealand, Russia and Poland. DataDotDNA customers include a number of major vehicle suppliers in various regions including Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Isuzu, Avis, Techmashimport, Mitsubishi and VW.

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