



Investors identify DataDot Technology as a Hot Thing Thursday 13th January 2005

DataDot Technology Ltd made a successful debut on the Australia stock market yesterday.

DDT shares opened at 43c compared, a 72 percent premium to their issue price, and rose to a high of 52c.

At close the shares were up 18c cents on their 25 cent issue price to be at 43 cents, on high liquidity.

DDT produces a range of identification technology, providing theft, counterfeit and tracing and process control solutions to the commercial, business and industrial sectors.

The company's client base included the Australian operation of car manufacturers BMW, Subaru, Audi, Porsche, Holden Special Vehicles and Ford Performance Vehicles.

DDT CEO Ian Allen says the \$10 million raised from the offer of 40 million shares at 25 cents apiece will be used for working capital, to repay debts and fund expansion and new product development.

"I am not surprised at the strength of the shares immediately following the listing, the jump was inline with our forecasts," Mr Allen said.

DDT has shown steadily increasing revenue from June 30, 2001, when it posted \$184,000 to \$8.5 million at June 30, 2004.