

08/02/21

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

## Clarification of VMware Announcement

DICKER DATA GRANTED DISTRIBUTION ACCESS TO THE ENTIRE VMWARE PORTFOLIO IN AUSTRALIA

The Board of Directors of Dicker Data Limited (ASX: DDR) advises clarification of the announcement released on Friday, 5<sup>th</sup> February 2021, in relation to the company's distribution agreement with VMware (NYSE: VMW) in Australia.

VMware has officially announced its intention to partner with Dicker Data and both companies have entered into contractual negotiations. Dicker Data expects contracts to exchange in February with a contract effective date of Monday, 1<sup>st</sup> March. The agreement is of an ongoing nature.

Renowned as a global technology leader in its respective fields, VMware presents a significant and strategic opportunity for Dicker Data in FY21 and beyond.



David Dicker  
Chairman & CEO

### About Dicker Data

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software, and cloud distributor with over 41 years of experience. Our sales and [presales](#) teams are experienced product specialists who are dedicated to helping you tailor solutions to suit your client's needs.

As a distributor, we sell exclusively to our valued partner base of over 5,500 resellers. We pride ourselves on developing strong long-term relationships with our customers, and [helping them grow](#). This customer-first approach means we are proactive in engaging with our resellers and allows us to dynamically shift with changing market conditions, in turn helping to [increase profitability](#).

Dicker Data distributes a [wide portfolio of products](#) from the world's leading technology vendors, including [Cisco](#), [Citrix](#), [Dell Technologies](#), [Hewlett Packard Enterprise](#), [HP](#), [Lenovo](#), [Microsoft](#), and other Tier 1 global brands. As the leading Australian distributor for many of these vendors, Dicker Data is dedicated to helping our partners deliver industry-leading solutions built on the world's best technologies. <https://www.dickerdata.com.au/>

