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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, 5th 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, 1st 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/>

