



16 May 2025

Leadership Transition

SYDNEY, AUSTRALIA – Dicker Data (**ASX: DDR**) (“**Dicker Data**” or the “**Company**”) today announces a leadership transition as David Dicker, the Company’s co-founder, steps down from his position as CEO, Chairman and director to pursue other interests.

Since co-founding Dicker Data in 1978, Mr Dicker has played an integral role in shaping the company’s vision and driving its success. During this time, the Company has grown into a leading player in the industry, innovating in key areas and winning numerous industry awards.

The Board expresses its sincere gratitude to David Dicker for his vision and contribution in shaping Dicker Data into the strong, innovative organization it is today.

Although Mr Dicker will no longer be an executive within Dicker Data, at the request of the Board, Mr Dicker has agreed to enter into a six-month Consultancy Agreement with the Company to provide strategic advice on market terms.

While Mr Dicker’s departure marks the end of an era, it also signals a confident transition. Dicker Data is in great hands with an experienced and strategic three-person executive leadership team – Vladimir Mitnovetski, Mary Stojcevski and Ian Welch.

The team brings extensive experience and a shared commitment to advancing the Company’s mission while continuing to deliver exceptional value to customers, vendors and shareholders.

The Team will report directly to the Company’s other co-founder, Fiona Brown, who will move into an Executive Chair role.

Reflecting on his decision, Mr Dicker shared: *“Co-founding and leading Dicker Data has been an extraordinary journey, and I am incredibly proud of what we’ve built together. As I embark on new ventures, I have full confidence that the leadership team that we put together some years ago will continue to drive the company forward with the same passion and dedication. It is actually business as usual with this leadership team who’ve been a strong executive unit for many years, continuing to ensure our success”*

Dicker Data remains committed to innovation, growth, and delivering excellence. The transition marks an exciting new chapter, with the long standing Executive Team poised to continue to lead the Company into its next phase of success.

Authorised for release by the Board of Dicker Data Limited,



Erin McMullen

Company Secretary

For further information please contact:

Investor Relations

Mary Stojcevski, Executive Director and CFO

E: investors@dickerdata.com.au

P: 1800 688 586

Sam Wells (NWR Communications)

E: sam@nwrcommunications.com.au

P: +61 (0) 427 630 152

About Dicker Data

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software, and [cloud](#) distributor in business since 1978. Our sales and [presales](#) teams are experienced product specialists who are dedicated to helping our partners tailor solutions to suit their client's needs.

As a distributor, we sell exclusively to our valued partner base. 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.

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