

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Data#3 and BlinkMobile form strategic alliance

August, 3, 2015; Brisbane, Australia: Data#3, one of Australia's leading business technology providers, today announced that it has formed an alliance with native Australian Company, BlinkMobile, a world leader in Mobile Applications.

BlinkMobile Director and Chief Sales Officer, Anthony Harris commented "We are very pleased to partner with Data#3 and commend them for their commitment and holistic approach to solving the myriad of mobility challenges for larger enterprises and their employees. As a somewhat smaller Australian company who has invested heavily in R&D and is now gaining worldwide recognition, it is gratifying to receive the support and confidence of a significant organisation like Data#3."

Data#3's relationship with BlinkMobile commenced in mid-2014. The two organisations have already partnered on a number of projects, the most recent a solution for the development, deployment, support and user enablement of a Mobile Application for remote field workers in a Government Department.

Data#3 has already placed a significant investment in Mobile Application Technology and the BlinkMobile partnership extends their solutions portfolio in this exciting and rapidly growing sector. Data#3 has recently acquired a majority interest in Wi-Fi analytics company, Discovery Technology.

General Manager for Application Solutions, Data#3, Bruce Crouch said "In today's increasingly mobile world, mobile applications and devices are critical to optimising the productivity of employees."

He continued, "With the ability to rapidly develop and deploy applications at significant scale, the industry-leading BlinkMobile Platform, combined with Data#3's broad expertise, enables our customers to be productive anywhere, at any time. It's what we call 'The Anywhere Workplace'."



L to R: Bruce Crouch, General Manager for Application Solutions, Data#3;
Anthony Harris, Director and Chief Sales Officer, BlinkMobile.

(Please note: High resolution image submitted as an attachment.)

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About Data#3

Data#3 Limited (DTL) is an ASX listed company that is centred on helping our customers achieve their business objectives through market-leading business technology solutions. Headquartered in Brisbane, we have offices, datacentres, and configuration and warehousing facilities across Australia.

Customers choose Data#3 for our business technology solutions, the options we offer in a Hybrid IT environment, the way we do things and most importantly, for our outcome based approach.

Business technology solutions from Data#3 are underpinned by market-leading expertise in technologies from global vendors. The specialised solution categories that reinforce our customers' success are; Hybrid IT and Cloud, Big Data and Analytics, Mobility, Business Consulting, Security and IT Lifecycle Management.

Through the use of these solutions, we help our customers to achieve:

- access anywhere anytime,
- increased productivity, organisational agility and enterprise growth,
- enterprise cost control,
- IT systems, applications and infrastructure optimisation,
- security, integrity, compliance and risk management, and
- innovation.

Whether across public or private enterprise, our diverse range of customers all have one thing in common - each has relied on Data#3 to meet and overcome their business and technology challenges to accelerate the achievement of their business objectives.

Data#3 reported revenues of \$833 million in the 2013/2014 financial year, and has approximately 1,000 employees. The company is headquartered in Brisbane and has offices across Australia.

More information about Data#3 and its solution offerings is available at <http://www.data3.com.au>

About BlinkMobile

BlinkMobile develop and market a comprehensive mobile application architecture (the Blink Mobility Platform) which uniquely straddles a range of traditional mobile 'point-solutions' (IaaS, PaaS, mBaaS, MADP, MEAP), residing in a 'ready-to-go' cloud infrastructure, and delivered as a constantly evolving set of services.

Our unique technology stack, methodologies and commercial approach is proven to improve workflow efficiency, delivering enterprise applications in weeks not months, ensuring our clients see a return on their investment sooner.

With support from domain expert partners, BlinkMobile serves a global market of enterprise level customers across 15 industry segments including Transport & Logistics, Government, Construction, Education, Financial Services, Utilities, Mining and Healthcare.

BlinkMobile were presented with an award for "The Best Enterprise Mobility Solution" for 2015 at this year's Cloud World Series Awards in London.

More information about BlinkMobile and its solution offerings is available at <http://www.blinkmobile.com.au>.

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