

ASX ANNOUNCEMENT

ASX: RBO | 28 August 2017

## Distribution with colorFabb accelerates European expansion

### HIGHLIGHTS

- Leading global 3D printing company colorFabb to distribute Robo products through the Netherlands, Belgium, and Luxembourg
- Initial purchase order received
- colorFabb is one of the most well recognised and highly regarded brands in desktop 3D printing through its leading filament offering
- colorFabb to leverage deep industry relationships for complementary 3D printer sales
- Further expands Robo's continued push into key European market
- Robo also agrees to become re-seller of colorFabb's premium range of filament as it accelerates push into "prosumer" and professional segment with Robo R2
- Partnership to include co-development of unique filament for Robo

Robo 3D Limited ("**Robo**" or the "**Company**"), the emerging company delivering award-winning products for the desktop segment of the 3D printing industry, is pleased to advise that it has executed a distribution agreement with ColorFabb B.V. ("**colorFabb**") for sales and distribution expansion into the Netherlands, Belgium, and Luxembourg. Simultaneously, Robo has agreed to become a re-seller of colorFabb's vast range of premium filament products, providing Robo with complementary products to sell into its emerging "prosumer" and professional customer segment.

### **Robo accelerates European expansion with signing of colorFabb as distributor for Benelux**

Headquartered in Belfeld in the Netherlands, colorFabb is one of the most well recognised and highly regarded global brands in the desktop 3D printing industry. Commenting on today's announcement, Managing Director of Robo Ryan Legudi commented:

"We are tremendously excited to announce our two-way partnership with colorFabb. We have long admired how Ruud and his team at colorFabb have built a premium brand in the desktop 3D printing segment, constantly innovating their filament product offering to meet the growing demands of users for more sophisticated materials. This is a huge validation for our company, and our printers, as colorFabb has completed the most extensive testing of our printers to date. With an established global distribution footprint extending into 60+ countries, colorFabb will be able to leverage Robo's products to its already vast customer base.

Similarly, we are equally excited to be able to re-sell colorFabb's extensive range of premium filament to our own customer base, who are increasingly demanding higher quality, more specialised materials. With the release of Robo R2, we have activated our strategy to expand deeper into the "prosumer" and professional segment, which is the fastest growing segment in the industry. By partnering with colorFabb for their filament, we are now positioned to provide professionals with an exceptional 3D printing solution."

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Commenting on the announcement, founder of colorFabb Ruud Rouleaux said:

“At ColorFabb we have had the luxury of testing many desktop printers in the last 6 years, developing valuable experience and know-how along the way. Early this year we started working with the Robo 3D team and have become extremely impressed by the level of professionalism and dedication that Robo 3D is investing in their new line of Desktop 3D Printers.

We have been in the position to test both the Robo C2 and R2 with various colorFabb filaments and fine tune printing windows and optimise settings. After months of testing we are excited to announce a two-way partnership with Robo 3D enabling colorFabb to enter the desktop 3D printing landscape with a highly established brand, in the same time enabling Robo 3D with a well-tested hardware/filament combination, of which we believe will enable a perfect user experience.”

With its rich feature set and award-winning design, Robo has sold a growing proportion of Robo R2’s to “prosumers” (e.g. inventors, 3D print service bureaus) and professionals (e.g. large engineering firms, industrial designers, furniture designers) in addition to education users. These are end-user markets that represent a tremendous opportunity for Robo’s expansion. Legudi further commented:

“We are further excited by the ability for us to work closely with colorFabb to develop and commercialise new and unique filament for Robo products, further deepening the relationships with our community. Developing our filament strategy has been a major strategic priority for our Company, and we are looking forward to working closely with colorFabb to not only improve the user experience for our customers, but to also grow the industry through expanding the products that can be produced from our printers and opening up new user opportunities”.

#### **International expansion accelerates**

Since the start of the calendar year, Robo has successfully expanded its presence into the following countries:

- Argentina
- Australia
- Canada
- France
- Italy
- Mexico
- Netherlands
- Poland
- Spain
- Turkey
- United Kingdom
- Venezuela

The Company continues to actively pursue select new distributors and re-sellers, and strategic partners, as it looks to continue expanding its footprint in leading international markets in Europe and Asia.

In addition, the Company has continued to expand its distribution network in the USA with the signing of new re-sellers, and has collaborated with leading industry participants in the \$8 billion per annum EdTech segment in the USA as it drives deeper into that segment.

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**Robo continues to execute its strategic objectives**

The Company has been systematically executing its corporate strategy against the four strategic objectives and is pleased with the progress it is making against these, as highlighted in the table below:

Strategic Objective	March 2017 Qtr	June 2017 Qtr
Increase presence in education markets	<ul style="list-style-type: none"> <li>Signed Wynit as USA distributor</li> <li>Best Buy for Education partnership</li> </ul>	<ul style="list-style-type: none"> <li>Signed Chromebook re-seller Promevo for USA education strategy</li> <li>Opened 20 new school districts</li> </ul>
New customer growth	<ul style="list-style-type: none"> <li>Opened retail accounts at Target, Microsoft, Office Depot;</li> <li>Re-sellers opened in Turkey, Italy, Poland, Mexico, Venezuela, Argentina</li> <li>15 new re-sellers opened in USA</li> </ul>	<ul style="list-style-type: none"> <li>Signed Synnex as distributor in Canada</li> <li>Opened retail accounts in Canada with Best Buy, Staples, NCIX, and The Source</li> <li>First European Distributor (France)</li> <li>20 new re-sellers opened in USA</li> </ul>
Existing customer expansion	<ul style="list-style-type: none"> <li>Expanded into Amazon in UK, Spain, Germany, France, Italy</li> </ul>	<ul style="list-style-type: none"> <li>Staples C2 roll-out in retail stores</li> <li>Microsoft in-store demos</li> </ul>
Product innovation	<ul style="list-style-type: none"> <li>Launched C2 smart 3D printer</li> <li>Foxconn manufacturing agreement</li> <li>Simplify3D integration</li> <li>Released Robo app for iOS</li> </ul>	<ul style="list-style-type: none"> <li>Launched R2</li> <li>Good Design Award winner</li> </ul>

With the support of marketing campaigns including advertising, social media, and PR efforts, the Company is positioned to continue to deliver against these strategic objectives throughout the second half of the 2017 calendar year, which is typically the stronger half of the year on a revenue basis given the influence of the education buying season in the USA, the Thanksgiving weekend in the USA during November, and the holiday period through December.

— ENDS —

**About ColorFabb**

ColorFabb was founded by Ruud Rouleaux in 2013 as a brand of Helian Polymers. As an expert in the field of additives and masterbatches for the plastic industry he set out to develop high quality 3D printing filament.

In the past few years colorFabb has established itself as the innovative, cutting-edge developer of high quality filaments for FDM 3D printing. After an initial pilot year in 2013 and rapid expansion in 2014, colorFabb has invested in 6 production lines to accommodate and sustain a wide range of 3D printing materials, suited for most FDM 3D printers.

Development and production of the filaments, as well as quality control and testing on a variety of printers are done in-house by a multidisciplinary team of experts to ensure quality on all levels. It is colorFabb’s goal to both educate and guarantee a great customer experience. With partners like

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Eastman Chemical Company and a worldwide network of distributors and resellers, colorFabb aims to bring the best user experience to a worldwide audience.

#### FORWARD LOOKING STATEMENTS

All statements other than statements of historical fact included on this announcement including, without limitation, statements regarding future plans and objectives of Robo, are forward-looking statements. Forward-looking statements can be identified by words such as ‘anticipate’, ‘believe’, ‘could’, ‘estimate’, ‘expect’, ‘future’, ‘intend’, ‘may’, ‘opportunity’, ‘plan’, ‘potential’, ‘project’, ‘seek’, ‘will’ and other similar words that involve risks and uncertainties.

These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that are expected to take place.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management of Robo that could cause actual results to differ from the results expressed or anticipated in these statements.

#### Further information

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#### About Robo 3D Limited

Robo 3D Limited (**ASX: RBO**) is a company based in California, USA, focused on the design and distribution of 3D printers and associated products for the desktop segment of the 3D printing industry (**Robo**).

The company was founded in 2012 by a group of students from San Diego State University and delivered its first model to customers in 2013. Since then, Robo has grown into a leading brand in the desktop segment of the 3D printing industry, gaining significant traction online and through retail partners including Amazon and Best Buy. Robo commenced trading on the ASX on 22 December 2016.

To learn more about Robo 3D, visit: [www.robo3D.com](http://www.robo3D.com)

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