



EVERYTHING IS CONNECTED

ASX Announcement

Thursday 26th October 2017

Business Update

Highlights

- ✓ IOT receives Purchase Orders from b8ta Stores across the US. www.b8ta.com.
- ✓ IOT signs with First Delta Group www.firstdeltagroup.com in the US as an addition to our Sales Accelerator Network.
- ✓ IOT finalises contracts with Greenline and Superior Distribution for further distribution in the USA.
- ✓ B&H Photo lists AirSelfie on their website www.bhphotovideo.com.
- ✓ Telstra has taken delivery of their first AirSelfie order.
- ✓ Amazon and B&H Photo features Red, Blue and White Colour options for ROVA.
- ✓ Best Buy US to list AirSelfie online early November.

Background

The IOT Group Limited (ASX: IOT) (“IOT Group” or “the Company”) is pleased to advise of the following major highlights:

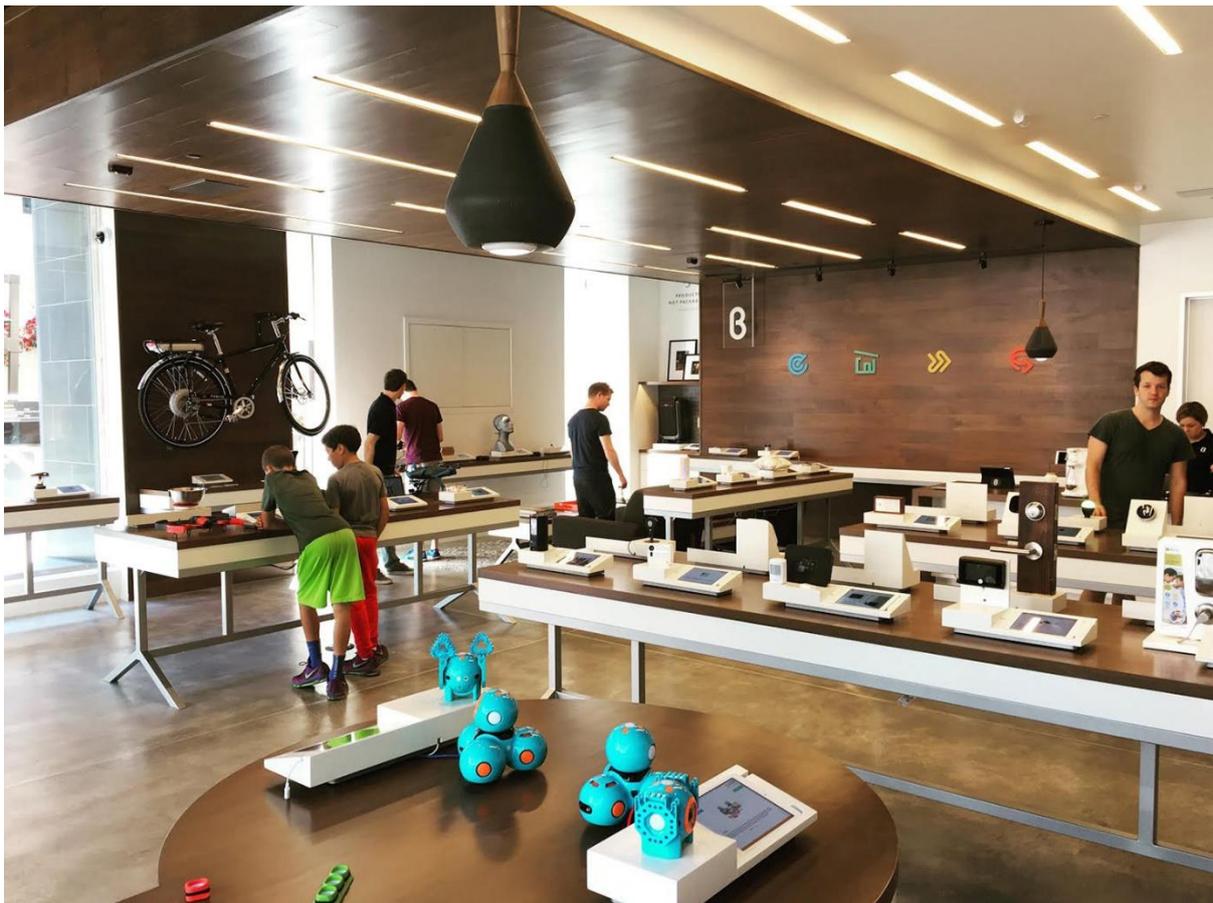
- Purchase Orders have been received and AirSelfies have been dispatched to “b8ta” Stores across the US. www.b8ta.com - The AirSelfie is planned to be in all “b8ta” stores by November.

b8ta is a new concept in retailing featuring new innovative products which generates excitement about shopping in traditional retail stores again. They are extremely selective about products in their range and only accept around 20% of the products offered to them. b8ta was founded in 2015 by Nest alums Vibhu Norby, William Mintun and Phillip Raub, and has outlets in San Francisco, Palo Alto, Santa Monica, Seattle, and Austin, among others.

- IOT is also pleased to announce that IOT has signed with First Delta Group www.firstdeltagroup.com First Delta Group will work with Spring/Cities as a Consultancy firm headquartered in Chicago, IL, with offices in Baltimore, MD, New York City, & Deerfield Beach, FL. First Delta Group assure successful sell through to the end user. First Delta Group has been in business for over 30 years and have represented some of the biggest and best brands in the industry. Some of our manufacturing partners have included MakerBot 3D Printing, iHome, Beats by Dre, Ring Video Doorbell, Yamaha, Casio, Samsung, TDK, Sony, Kodak and GE. First Delta Group pride ourselves on owning long term vendor relationships, some of which span over 20 + years.

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- IOT is also pleased to announce that B&H Photo have listed the AirSelfie and Amazon are in the process of listing the ROVA colours and AirSelfie. Best Buy US will add the AirSelfie to their online business in November with a view to extending it throughout their stores.
- Telstra has taken delivery of the AirSelfie which will be in stores throughout Australia over this week and will be included in their main Catalogue next week for Christmas.
- South America / LATAM sales introductions have been very encouraging and Purchase Orders will result from Mexico and Colombia within the first 14 days of November for immediately listing prior to Christmas.
- London, Ireland and Benelux will begin to order within the first 14 days of November for immediate delivery prior to Christmas
- In the EU, UK and South America/LATAM, our sales accelerators are targeting on-line retailers for Christmas as they plan for wider distribution for 2018 and 2019. This will mean immediate sales for November and December and programmed sales for 2018.
- Retailers in all areas of IOT distribution are willing to list the AirSelfie and ROVA for their 2018 sales planograms.



The Interior of a b8ta Store.

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Commentary

Executive Director of IOT Group, Mr. Sean Neylon comments:

"IOT is increasing its reach in the US with listing the AirSelfie in the new "b8ta" stores across the US. Telstra, Best Buy, Amazon, B&H and many more now listing and stocking the AirSelfie and ROVA. With agreements being signed with more sales accelerators and distributors around the world – including South America and Europe. IOT is growing fast and anticipates good results to complete the year."

About IOT Group Limited



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Website: www.theiotgroup.com

IoT Group has tapped into global niche markets by adapting and enhancing existing trend products and making them more affordable, useful and innovative for consumers, in particular, the IOT Group is designing and developing a range of drones that looks to create a new category in the retail drones space.

Company Information

IoT Group Limited (ABN 66 140 475 921)
Level 9, 100 William Street
EAST SYDNEY NSW 2011

Sean Neylon	Executive Director
John Forder	Non-Executive Director
Steven Kayalicos	Non-Executive Director
Ron Hollands	Company Secretary

Investor Enquiries: investors@theiotgroup.com

All references to IOT Group includes its subsidiaries.

Forward Looking Statements

All statements other than statements of historical fact including, without limitation, statements regarding projections, plans and objectives of IOT Group, are forward-looking statements. When used in this announcement, forward-looking statements can be identified by words such as ‘anticipate’, ‘believe’, ‘could’, ‘estimate’, ‘expect’, ‘future’, ‘intend’, ‘may’, ‘opportunity’, ‘plan’, ‘in principle’, ‘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 IOT Group that could cause IOT Group’s actual results to differ materially from the results expressed or anticipated in these statements.

The Company cannot and does not give any assurance that the results, performance or achievements expressed or implied by these forward-looking statements will actually occur and investors are cautioned not to place any reliance on these forward-looking statements.

IOT Group does not undertake to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained above, except where required by applicable law and securities exchange listing requirements.

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