



ASX RELEASE

14 December 2017

Scout restocks Amazon and readies fresh marketing push

Highlights:

- **Scout's first shipment from applied IPO funds has arrived in the US**
- **Amazon has been placing Purchase Orders throughout the quarter, and is expected to replenish its online Scout store this week**
- **Amazon remains a top 10 shareholder of Scout and a strategic channel partner**
- **Scout will launch a fresh marketing push just in time for the holiday buying period, including:**
 - **Amazon marketing campaigns**
 - **Google pay-per-click advertising**
 - **Online affiliates and social media**
 - **Joint marketing efforts with announced channel partners**
- **Scout continues to advance discussions with additional distribution partners and will continue to update the market as those partnerships are formed**

Home security provider Scout Security Limited ((ASX: SCT), "Scout" or "the Company") is pleased to announce that its first shipment of Scout hardware since applying funds raised through the Company's initial public offering (IPO) has arrived in the US.

Scout is now able to fully restock Amazon, with the first Purchase Order currently being processed. The Company expects Amazon to replenish the online Scout store this week and is looking forward to working with Amazon to maximise its penetration into

For personal use only



Amazon's massive customer base. Historically, Scout has had huge success on Amazon's platform, with sales matching or exceeding those of the direct channel.

Having witnessed the rapid success of the Scout product on its platform, Amazon invested in Scout prior to the Company's August 2017 IPO, and remains a top 10 shareholder today.

Not only is Amazon an investor and distribution partner, but Scout integrates with the Amazon Alexa line of products, its smart speaker and voice assistant, so the two companies enjoy a relationship on multiple fronts. Scout expects Amazon to continue to play an important role in its growth in the US and globally.

To coincide with the arrival of inventory ahead of the holiday season, Scout will launch a fresh marketing push across multiple channels. This will include a ramp up of its proven marketing strategy of online and social media to increase direct sales, as well as joint campaigns with announced distribution partners to reach their customers during this prime buying season. Scout will also initiate Amazon marketing to improve discoverability and sales.

Scout Security co-founder and CEO, Dan Roberts, said:

"We are delighted to be back in stock ahead of the busy holiday selling season.

"We know the power of the Amazon channel and the success we've achieved in the past on the platform. Replenishing the Scout devices on Amazon during the holidays, combined with a renewed marketing push, is exactly how we want to get things rolling with Amazon headed into the New Year.

"After selling the Scout security product suite for more than three years, we have developed a proven and effective marketing strategy. We are making a big push on the marketing front this month and expect to deliver significant sales in the last few weeks of the year."

Scout continues to progress discussions with additional potential resellers and distribution partners across the US retail, consumer and utility sectors. Scout expects to update the market on this front in the coming weeks.

For more information, please contact:

Dan Roberts

Scout Security Limited (ACN 615 321 189)

e: info@scoutalarm.com w: www.scoutalarm.com

For personal use only



Chief Executive Officer
investors@scoutalarm.com

Tim Dohrmann
Investor and Media Enquiries
+61 468 420 846
tim@nwrcommunications.com.au

Michael Shaw-Taylor
Corporate Advisor
+61 477 383 390
michael.shaw-taylor@armadacapital.com.au

About Scout Security Limited

Scout Security Limited (ASX: SCT) sells the Scout Alarm, a self-installed, wireless home security system that is making security more modern, open and affordable. In 2016, the Scout system was recognised by CNet as one of the Best Smart Home Devices of the year.

Scout's design-centric offering gives users complete flexibility around connected home security, allowing the system to integrate with other best-in-class IoT devices and offering flexible monitoring options.

Scout is an official partner of Amazon Alexa, Google's Works With Nest and Samsung SmartThings. Scout is also an Amazon Alexa Fund portfolio company.

www.scoutalarm.com