



## Quantify sign West Australian stockist

ASX RELEASE

4 November 2019

### Highlights

- **Quantify Technology has entered into an agreement with Fokused Pty Ltd (“Fokused”), to become the exclusive Stocking Distributor in Western Australia.**
- **Fokused has committed to an initial \$250K stocking order**
- **Stocking order first commitment of potential four-year purchasing agreement.**
- **Fokused is owned and operated by Mark Peterson, who also leads successful home automation business and Quantify partner, Limitless Automation.**

**Quantify Technology Holdings Limited (ASX:QFY) (“Quantify Technology”, the “Company”)** is pleased to announce it has entered into an agreement (the “**Agreement**”) with Fokused Pty Ltd (“**Fokused**”), which will see Fokused become the Company’s exclusive Stocking Distributor for Western Australia. Under the Agreement, Fokused has committed to an initial \$250K stocking order in year one as part of a four-year purchasing agreement.

Fokused will initially market directly to 30+ home automation companies in Western Australia, using local sales representatives, as well as to electrical contractors, end-users, developers, architects and builders.

Excited by the significant potential of Quantify Technology’s products, Fokused was established by Mark Peterson, solely to be a promoter and exclusive stockist of the Company’s technology in WA. It represents a further step in the company’s strategy to maximise the sales opportunities in Australia.

Mark has over 20 years of sales experience and leads successful home and commercial automation business, Limitless Automation (“**Limitless**”). Limitless maintains a strong sales pipeline across the retrofit, new build and renovation markets and has been distributing Quantify Technology’s products in Perth since signing a distribution agreement (as announced

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on 10 May 2019). The close collaboration between Mark and Quantify, coupled with the growing demand for Quantify's intelligent building solution, led Mark to establish Fokused and negotiate to be the exclusive stockist in Western Australia.

**Fokused Owner and Founder Mark Peterson commented:** "I'm very excited to be onboard with Quantify, and it's the simplicity of the product that has me hooked. We are taking the product to market through an existing dealer network of 30+ home automation custom integrators. These businesses are already talking home tech and smart home systems to their customers of new and existing homes, and the Quantify offering can now be part of their presentation. We will expand our reach through personal visits to major multi-dwelling developers and electrical engineering consultants to inform and promote."

Mark has just installed Quantify Technology's solution at the award-winning Averno Homes Luxury Builder display home in Como, which, every weekend, has a high volume of visitors to view the home. His efforts will ramp up significantly to coincide with the airing of the *9Life* renovation television program, *Ready Set Reno*, in January/ February 2020, which features Quantify Technology's products.

**Quantify Technology CEO Brett Savill commented:** "We are very pleased to appoint Fokused as our exclusive stockist for Western Australia. Mark's extensive smart home and sales experience means he is ideally placed to deliver significant sales in the WA market."

Fokused is the exclusive Stocking Distributor in Western Australia subject to certain exclusions which do not prohibit the Company from selling directly, inter alia, to large developers. The initial term of this Agreement is four years, with annual renewal based on mutual agreement. Standard termination clauses apply.

10 May 2019 ASX Announcement: <https://wcsecure.weblink.com.au/pdf/QFY/02104522.pdf>

-ENDS-

**Further Information:**

Investor Relations & Media Enquiries

Caelie Jones

E: [caelie.jones@quantifytechnology.com](mailto:caelie.jones@quantifytechnology.com) | P: +61 (8) 6254 0200

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**About Quantify Technology**

Quantify Technology is an Australian-based company, focused on making lives better in homes, workplaces, and communities with their Internet of Things (IoT) smart home technology. Their qDevices replace standard power outlets and light switches and can be controlled by voice, app and touch. Quantify has the opportunity to be the first truly mass-market smart home product because of its simplicity, the innovative nature of its technology, and its limitless platform. Its strategic priorities are to maximise sales domestically, secure distribution internationally and strengthen its platform.

