



EYEFI GROUP TECHNOLOGIES INC.

NEWS RELEASE

EYEFI SIGNS FIRST MAJOR DISTRIBUTOR FOR EYEFI AXIS CLOUD WITH DICKER DATA LIMITED

May 25, 2022 – Toronto, Canada – EYEFI Group Technologies Inc. (CSE: EGTI) (OTC: EGTF) (“EYEFI”) is pleased to announce it has signed its first major distributor, Dicker Data Limited (**ASX: DDR**), for the forthcoming launch of EYEFI Axis Cloud and creating a significant platform for EYEFI’s sales opportunities and revenue growth.

DDR is Australia’s leading locally owned and operated distributor of ICT hardware, software, cloud, security, access control, surveillance and IoT solutions for reseller partners. Known as the Australian ICT industry’s most trusted advisors, Dicker Data’s mission is to inspire, educate and enable reseller partners to achieve their full potential through the delivery of unparalleled technology, value-added services and logistics.

DDR will be marketing and selling the EYEFI Axis Cloud product, currently planned for launch in August 2022, through its vast network of resellers across Australia and New Zealand. With thousands of customers downstream of their reseller network, the agreement with DDR provides excellent sales reach for EYEFI; maximizing the opportunity for the rapid adoption of EYEFI Axis Cloud product and substantial sales revenue.

Dicker Data’s General Manager - DAS, Chris Price, said “I’m pleased to welcome EYEFI Axis Cloud to the Dicker Data Access and Surveillance (DAS) portfolio. Their subscription-based, centralized cloud technology provides a secure and simplified way to remotely manage end-user environments and enables existing customers to unlock additional value from the investments they’ve already made. Our team look forward to introducing our extensive network of access and surveillance customers to the EYEFI Axis Cloud range”.

EYEFI has been working closely with DDR ahead of the formal launch, and in conjunction with our product partner, Axis Communications, has provided critical feedback enabling EYEFI to further refine the product and commercial offering to ensure its well-positioned for success in the marketplace.

EYEFI Axis Cloud offers customers an easy way to connect, monitor and manage Axis cameras on the internet. EYEFI Axis Cloud is an entirely cloud-based video service platform and will enable the EYEFI and Axis sales channels with recurring subscription-based revenue, while providing end customers with a reliable and effective monitoring solution for Axis cameras.

EYEFI’s CEO, Simon Langdon said “We are excited to have Dicker Data onboard as the first major distributor for our EYEFI Axis Cloud product offering. The sales reach, quality and volume of the resellers and customers that sit within Dicker Data’s distribution channel, presents EYEFI with an excellent opportunity for the uptake of the product and we are looking forward to making this a success for both our organizations and their customers”.

The EYEFI Axis subscription-based offering will be available initially via Axis’ vast distributor and partner network across Australia and New Zealand. Axis plans to expand this offering into other major regions around the world, once launched here in Oceania.



More information about EYEFI can be found [here](#)
More information about Dicker Data can be found [here](#)
More information about Axis Communications can be found [here](#)

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About EYEFI in detail:

EYEFI is connecting the world's people and devices with the world around them, in real-time and in ways not previously possible.

EYEFI is a software and electronics engineering company that has developed, patented and commercialized an innovative spatial technology; spatial, predictive, approximation and radial convolution (SPARC) and an associated product suite, that turns sensors, cameras and smartphones (fixed, mobile, airborne, portable or handheld) into geo-target co-ordinate acquisition devices. EYEFI has also developed IIoT sensor hardware and associated cloud software, as a second pillar within its product offering. EYEFI Cloud is a next generation cloud platform that provides a secure and centralized environment where customers can manage their EYEFI product deployments and applications.

On behalf of the board of directors of
EYEFI GROUP TECHNOLOGIES INC.

“Simon Langdon”
Simon Langdon, CEO

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FORWARD LOOKING INFORMATION

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information.

The forward-looking statements are based on the reasonable assumptions, estimates, opinions and analyses of management made in light of its experience and perception of historical trends in the delivery of services through its Cloud, current conditions, expected future developments and other factors management of EYEFI believes are appropriate, relevant and reasonable in the circumstances



at the date that such statements are made. All of these assumptions, estimates and opinions will necessarily be subject to change due to future events and other circumstances outside the control of EYEFi, including the effect of the Covid 19 virus. EYEFi has based the forward looking information on various material assumptions, including: despite the threat of the Covid 19 virus, EYEFi will sustain or increase profitability although on a slower projection than previously planned, and will be able to fund its operations with existing capital and projected revenue from its current agreements with its Channel Partners; EYEFi will be able to attract and retain key personnel in future if required; the general business, economic, financial market, regulatory and political conditions in which EYEFi operates will remain positive as its services can be provided in EYEFi's Cloud although delivery of its hardware may be affected by supply chain disruptions; that the general regulatory environment will not change in a manner adverse to the business of EYEFi; the tax treatment of EYEFi and its subsidiary will remain constant and EYEFi will not become subject to any material legal proceedings; the economy generally; competition, and anticipated and unanticipated costs.

Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors, assumptions and exclusions is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Canadian Securities Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

About Dicker Data

Dicker Data (ASX: DDR) is an Australian-owned and operated, ASX-listed technology hardware, software, cloud, cybersecurity, access and surveillance and emerging technologies distributor with over 44 years of experience. Our sales and presales teams are experienced product specialists who are dedicated to helping you tailor solutions to suit your client's needs.

As a distributor, we sell exclusively to our valued partner base of over 8,200 resellers across ANZ. We pride ourselves on developing strong long-term relationships with our customers, and helping them grow. This customer-first approach means we are proactive in engaging with our resellers and allows us to dynamically shift with changing market conditions, in turn helping to increase profitability.

Dicker Data distributes a wide portfolio of products from the world's leading technology vendors, including Cisco, Citrix, Dell Technologies, Hewlett Packard Enterprise, HP, Lenovo, Microsoft, and other Tier 1 global brands. As the leading Australian distributor for many of these vendors, Dicker Data is dedicated to helping our partners deliver industry-leading solutions built on the world's best technologies. <https://www.dickerdata.com.au/>