



ASX ANNOUNCEMENT 27 OCTOBER 2016

## GENERAL MANAGER APPOINTMENT TO ACCELERATE CUSTOMER BASE AND REVENUE GROWTH

The Directors of 333D Limited (ASX:T3D) are pleased to announce the appointment of Mr. Doug Baird to the position of General Manager 3D Printing – Hardware and Services.

### HIGHLIGHTS

- Appointment of a highly experienced industry professional.
- The appointment significantly accelerates T3D's pathway to revenues.
- Anticipate immediate capacity utilisation uplift for T3D's printing services bureau across its whole printer technology offering.

T3D is pleased to announce the appointment of Mr. Doug Baird to the newly created position of General Manager 3d Printing – Hardware and Services. Mr. Baird joins T3D on 14 November after almost 5 years with Keech 3D Advanced Manufacturing (Keech 3D), a wholly owned subsidiary of Bendigo based Keech Australia, a steel castings company with approximately \$50m in annual turnover.

Mr. Baird was responsible for establishing and building the 3d printing subsidiary of Keech Australia which he did very successfully to become one of the largest 3d printing service bureaus in Australia. Keech 3D services a large number of clients operating in a range of markets including defence, automotive, engineering, design and medical. Mr. Baird has significant experience in consumer oriented 3D printing services and products and this will provide T3D with an important skillset to deliver upon the previously announced AFL licensing agreement.

At Keech 3D, as well as business management responsibilities, Mr. Baird was solely responsible for the business development function and as a result brings an impressive 3d printing specific skillset, broad sector knowledge and networks. Mr. Baird will be focussed on marketing and sales channel development for T3D's printing services bureau as well as to further enhance bureau operating practices and protocols to achieve best in market status. With Mr. Baird's strong industry knowledge and networks, he will also be charged with developing T3D's hardware sales vertical of both T3D's proprietary range of printers, including our custom design and build offering, as well as for our third party manufactured product offering: Airwolf3d and Prodways.

Managing Director Frank Pertile said;

"We are delighted that Doug is joining T3D after a very successful period at Keech 3D where he was responsible for establishing the 3d printing business and built it over the course of 4 and half years to become a significant player in the 3d printing sector in Australia. Doug's specific 3d printing expertise elevates and significantly accelerates T3D's development in both the printing services and hardware sales verticals."

## Prodways Distribution Agreement Update

Further to the previously announced reseller / distribution agreement with Prodways, we confirm the order for a Prodways L6000 MOVINGLight printer.

This printer will serve both as a showroom piece and to further enhance our service bureau technology offering. With this, the T3D bureau offering will encompass metal selective laser melting, nylon selective laser sintering, full colour powder inkjet binding and fused deposition modelling making T3D's bureau offering one of the broadest in market by a single provider.

The L6000 is a fast (10 x faster than market standards), highly accurate, production grade printer that offers a broad selection of resins with vast mechanical properties. This printer will service our medical and dental clients as well as our prototyping and end use production clients.

We expect to take delivery of the L6000 printer by the end of January 2017. Following the required installation, commissioning and training we expect the printer to be operational and revenue generating by the end of February 2017.

### About 333D Limited

333D has been established with a clear strategy to become Australia's leading integrated multi-platform 3D printing company. 333D 3D printers are entirely owned, designed and built in Victoria, Australia. 333D understands the enormous potential of this technology, and the extraordinary opportunity it has to re-engineer the way industries operate. This revolutionary technology enables the creation of products that could never have been made before, changing the entire dynamics of design and development. 333D believes that this technology will create new business and industry opportunities that previously didn't exist. We also understand that Australia is perfectly positioned to participate in this new manufacturing paradigm, and 333D intends to be the market leader and showcase Australia's skills and manufacturing excellence to the world. Further information please visit [www.333d.com.au](http://www.333d.com.au).

To find out more about 3d visit: [www.333d.com.au](http://www.333d.com.au)

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