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ASX Announcement

OK IOT Group Signs Major Retail Agreement

4th November 2015, Sydney: Ardent Resources Limited (“Ardent”) is pleased to provide the following update from OK IOT Group Pty Limited (“IOT”).

IOT has advised that an agreement has been signed with Steven Kayalicos of The Product Group, based in Melbourne, to act as the non-exclusive agent for sales and distribution of IOT’s range of products in Australia and New Zealand.

This agreement will allow IOT to achieve a dramatic increase in retail presence in Australia and New Zealand as it will put IOT products on the shelves of all the major leading retailers.

Steven Kayalicos has 20+ years experience in the Australian wholesale and distribution business across multiple categories including Fashion & Consumer Electronics. The Product Group has offices in Melbourne and Hong Kong.

The Products Group’s experience and established relationships across most retail channels will extend the client base of IOT’s products.

The Product Group’s clients include Department Stores like Myer and David Jones (David Jones’ electronics department is operated by Dick Smith); Discount Department Stores (DDSs) like Big W, Kmart and Target; Grocery Chains like Woolworths, Coles and Metcash; and Consumer Electronics (CE) Retailers like Harvey Norman, The Good Guys, JB Hi-Fi, Dick Smith and Move.

The Products Group’s client list also extends to Travel Retailers like LS Travel Asia Pacific, Nuance, Move and AWPL (Australian Way); Action Sport and Lifestyle Channel that includes Super Retail Group (owner of Rebel Sports, GoldCross Cycles, Rays Outdoors, Amart Sports, BCF and WorkOut World) and various surfwear brands; and Telcos like Telstra, Vodafone and Optus.

These Channels will be actively pursued with a view to be in every outlet serviced by The Product Group.

“This is great time to bring years of retail experience into a company that is on trend and is ahead of the curve when it comes to innovative IoT, or Internet of Things, products,” said Steven Kayalicos. “I see this sector dominating the retail floor space.”

Ian Duffell, IOT Executive Director Business Strategy, said: “Steven is a true veteran when it comes to consumer electronics and we look forward to having the IOT Group Products in most retail outlets over the next six to 12 months.”

For further information please contact:

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