

Launch of major new device range on back of Trader order

ASX RELEASE

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Highlights

- Trader has committed to an initial 1,000 Senoa devices as part of a larger 5,000 order.
- Senoa is a glass-fronted premium range that complements the existing Powermesh range
- Devices will be available from the end of the calendar year and sold through Trader, Harvey Norman Commercial Division, Beacon Lighting and other distributors

Zimi Ltd (ASX:ZMM) (“Zimi”, the “Company”) is delighted to receive purchase orders from its distributor, GSM Electrical (“Trader”) for 5,000 devices of its new Senoa range (“the purchase orders”). Under the purchase orders, Trader has committed to around 1,000 devices (worth over \$100,000) which are due to be delivered by December of this year. The remainder of the purchase orders will be delivered over the calendar year 2022 and can be cancelled or transferred to other distributors.



Senoa is a premium glass-fronted range of multi-purpose switches, general power outlets, dimmers and blind controllers ideally suited to new build apartments and modern living. The range includes features such as proximity sense illumination which ensures the devices can be located in the night without the need to be permanently lit. Power monitoring comes standard and consumers can choose lighting colours to suit their environment or mood. Trader will also be developing a range of non-smart devices to ensure customers can achieve the same Senoa look and feel throughout their homes. Finally, Senoa works with the Zimi app and complements the existing Powermesh range.

Senoa will be officially launched in Spring of this year. The devices will be sold through Trader to electrical wholesalers, by Harvey Norman Commercial Division and by Zimi’s other

distributors including Beacon Lighting in due course.

Trader's CEO and Zimi chairman, Simon Gerard, commented: 'Demand is already high, and we are excited to be taking this premium range to market that will add to the existing Powermesh range.'

Zimi's CEO, Brett Savill, commented: 'Developers and homeowners want to differentiate their properties and Senoa is a beautiful stand-out range to help them do that. There is a real excitement around Senoa's sleek, modern designs.'

This release has been approved by the board.

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Further information:

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About Zimi

Zimi is the new name of Quantify Technology. We specialise in connecting everyday electrical products to the internet and each other to create smarter living and working spaces.