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26 June 2014

ASX Market Announcements
ASX Limited
Level 4, 20 Bridge Street
Sydney NSW 2000

Dear Sir/Madam

Dick Smith and Vodafone Partnership

Dick Smith has today announced a long-term partnership with Vodafone to offer Vodafone postpaid products and services in more than 276 stores across Australia.

A press release is attached to this announcement.

Yours sincerely



Michael Potts
Company Secretary

Enc.

MEDIA RELEASE

Vodafone and Dick Smith announce retail agreement

Sydney, Australia — June 26, 2014: Vodafone together with Dick Smith, Australia's largest consumer electronics retailer, announce a partnership to offer Vodafone postpaid products and services in more than 276 Dick Smith locations across Australia, giving more Australians the opportunity to readily access Vodafone's impressive line up of affordable 4G smartphones and best value data.

Building on Vodafone's significant investment in its network and Tasmanian-based customer call and care centre, the retail agreement to offer a full suite of Vodafone products and services in more than 276 Dick Smith stores across Australia, commences today with a nationwide rollout.

The partnership expands Dick Smith's postpaid services offering and enables Dick Smith to offer its customers an extensive selection of the latest smartphones and mobile broadband devices available on 12- and 24-month contracts and SIM-Only plans, which complements Dick Smith's successful unlocked phone business. For Vodafone, the agreement more than doubles the number of retail destinations nationally offering its postpaid products and services.

Nick Abboud, Dick Smith Managing Director and CEO, said "We look forward to offering mobile phone customers unparalleled access to Vodafone through our extensive and growing store network. Our dedicated technology specialists and more than 2,300 Dick Smith/Vodafone trained sales consultants will be able to assist you in selecting the right plan for your needs."

"Our customers are the clear winners from our partnership with Vodafone. Customers look to Dick Smith to provide great service, convenience and exceptional value. Vodafone has the same philosophy. Its lightning-fast 4G network, expanding network coverage and competitively priced plans complement our strategy of providing customers with unrivalled value and make Vodafone the logical partner to grow our mobility business over the long term.

"Dick Smith is already a major retailer in mobility, with over 25 per cent of the unlocked handset market in Australia. Combined with our long-term partnership with Vodafone, we believe we can grow our mobility sales by over 50% to approximately 20% of group revenue within three years," said Mr Abboud.

Vodafone chief executive officer Iñaki Berroeta said, "We have a great story to tell. Our network team has been working hard to ensure Vodafone is able to deliver the best data experience in Australia, with more than one million customers already enjoying our superfast 4G network. Our partnership with Dick Smith signifies our readiness to offer the best prices for data and smartphones to more customers around Australia."

"We are proud to partner with Dick Smith, to build on its success as a mobility business and its reputation as a provider of exceptional value and uncompromising customer service.

"We know when people walk into Dick Smith they will receive a superior hands-on experience that matches the service offered through our Australian-based customer call and care centre.

"With the power of Australia's largest consumer electronics retailer behind us, we'll be in an even stronger position to bring the power of Vodafone 4G to the next million," said Mr Berroeta.

Vodafone's 4G network, launched in major capital cities, in June last year, continues to rapidly grow with the addition of 100 4G sites per month.

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Notes to editor

- Current number of Vodafone retailers is 273. This includes 114 company owned stores and 159 partner and dealers
- This partnership more than doubles Vodafone's retail presence by adding 276 points of sale.

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About Dick Smith:

Dick Smith is Australasia's largest consumer electronics retailer (by store) with over 376 stores in Australia and New Zealand. It is a major retailer of unlocked mobile phones, computers and accessories. Dick Smith is listed on ASX under the code DSH.