

16 May 2025

Dear Valued Partners,

Leadership Transition at Dicker Data

Today the Company announces a leadership transition as David Dicker, the Company's co-founder, steps down from his position as CEO, Chairman and director to pursue other interests.

Since co-founding Dicker Data in 1978, David has played an integral role in shaping the company's vision and driving its success. During this time, the Company has grown into a leading player in the industry, innovating in key areas and winning numerous industry awards.

The Board expresses its sincere gratitude to David for his vision and contribution in shaping Dicker Data into the strong, innovative organization it is today.

Although David will no longer be an executive within Dicker Data, at the request of the Board, he has agreed to enter into a six-month Consultancy Agreement with the Company to provide strategic advice on market terms.

While David's departure marks the end of an era, it also signals a confident transition. Dicker Data is in great hands with an experienced and strategic three-person executive leadership team - Vladimir Mitnovetski, Mary Stojcevska and Ian Welch. Mr Mitnovetski in his role as Chief Operating Officer remains responsible for all commercial sales, marketing and vendor alliances. Ms Stojcevska as Chief Financial Officer is responsible for the financial reporting and legal compliance of the organisation with Mr Welch as Chief Information Officer and Director of Operations being responsible for all back-office operations, logistics and IT systems and infrastructure for the Company.

The team brings extensive experience and a shared commitment to advancing the Company's mission while continuing to deliver exceptional value to customers, vendors and shareholders.

The Team will report directly to the Company's other co-founder, Fiona Brown, who will move into an Executive Chair role.

Reflecting on his decision, Mr Dicker shared: "Co-founding and leading Dicker Data has been an extraordinary journey, and I am incredibly proud of what we've built together. As I embark on new ventures, I have full confidence that the leadership team that we put together some years ago will continue to drive the company forward with the same passion and dedication. It is actually business as usual with this leadership team who've been a strong executive unit for many years, continuing to ensure our success"

Dicker Data remains committed to innovation, growth, and delivering excellence. The transition marks an exciting new chapter, with the long standing Executive Team poised to continue to lead the Company into its next phase of success.

Best regards,



Fiona Brown

Executive Chair
Dicker Data Ltd