

24 June 2021

## **Harris Technology sets another new Amazon Prime Day sales record**

Pure-Play IT and Consumer Electronics online retailer Harris Technology Group Limited (ASX: HT8) is pleased to provide a business update following a material uplift in sales during Amazon Prime Day.

Run across June 21 & 22, the recent Amazon Australia Prime Day promotion saw a record-breaking 2 days of sales for Harris Technology on the marketplace, totalling \$429,963 (unaudited). This represented a 32% increase on the previous Prime Day promotion in 2020 on October 13 & 14 when Harris Technology reported on the ASX, 2-day sales totalling \$325,558.

"As Amazon has increased their footprint in Australia over the past 12 months, Harris Technology has enjoyed a fruitful partnership which has grown both our businesses. As the leading tech seller on the Amazon Australia marketplace, we have seen strong demand for IT and home office products which accelerated further through Prime Day," said Harris Technology CEO, Garrison Huang.

"The retail landscape has undergone an increasing preference towards online platforms, accelerated by the pandemic and very quick delivery times. Online marketplaces continue to grow as the convenient alternative to shopping centres, so we look forward to further growth alongside Amazon Australia which is emerging as one of the national destinations of choice for online shopping."

Harris Technology has been adding products and categories on the Amazon Australia marketplace as part of its expansion strategy beyond the IT category, and into Gaming and Home Appliances categories. With over 2,000 products listed on Amazon, Harris Technology benefited from substantial marketing expenditure employed by Amazon across Australian media over the past week, driving traffic to the platform for Prime Day.

Harris Technology's rising sales have been assisted by Amazon's growing profile in the Australian retail industry, driving sales momentum for Harris Technology which reported end of March YTD revenue of \$30M (unaudited) - 300% Year-on-Year growth.

In the past 12 months, Harris Technology has received more than 4,750 individual customer reviews on Amazon Australia with 100% being positive <sup>[1]</sup>. To achieve this with the number of sales processed enhances Harris Technology's profile and enables it to maintain its position as the Number 1 ranked seller on the marketplace <sup>[2]</sup>.

Harris Technology welcomes investors to join the HT8 investor mailing list for updates, industry research and investor discounts by subscribing at: <http://ht8.com.au/subscribe>

For more information, please contact:  
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This announcement was authorised by the Chairman on behalf of the Board of HT8.

1. Amazon.com.au – Seller Profile – Harris Technology,  
[https://www.amazon.com.au/sp?\\_encoding=UTF8&asin=&isAmazonFulfilled=1&isCBA=&marketplaceID=A39IBJ37TRP1C6&orderID=&protocol=current&seller=ANISKM2DCJT3D&sshPath=](https://www.amazon.com.au/sp?_encoding=UTF8&asin=&isAmazonFulfilled=1&isCBA=&marketplaceID=A39IBJ37TRP1C6&orderID=&protocol=current&seller=ANISKM2DCJT3D&sshPath=), data collected 23 June 2021
2. Marketplace Pulse, <https://www.marketplacepulse.com/amazon/top-amazon-australia-sellers>, data collected 23 June 2021

### **About Harris Technology Group Limited**

*Harris Technology Group Limited is a publicly listed company on the Australia Securities Exchange (ASX: HT8). Harris Technology is a well-known brand with a 30+ year history in IT/CE (Consumer Electronics) retail market covering a very wide range of IT/CE products for small and medium businesses in Australia and the public. Harris Technology was previously owned by Wesfarmers under Officeworks and prior to this, it was owned by Coles Myer Group. Harris Technology pursues a purely eCommerce strategy and no longer operates any physical shopfronts –all businesses of Harris Technology are conducted online, both via [www.ht.com.au](http://www.ht.com.au) and major online platforms such as Amazon, eBay, Kogan and Catch etc.*