



Zimi Limited
14 Millennium Circuit
Helensvale QLD 4212 Australia

ASX: ZMM
ABN: 25 113 326 524
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Registered Office Address
Level 1, 2A/300 Fitzgerald Street
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ASX RELEASE - 23 September 2026

Zimi Signs Exclusive Distribution Agreement with Directed for Australia and New Zealand

Highlights

- A new distribution agreement provides Zimi's smart home devices access to Directed's network of more than 10,000 retail outlets across Australia and New Zealand.
- Directed adds Zimi's matter-enabled smart devices to its extensive portfolio of leading global and owned brands – including OURA, EZVIZ, Lucyd, Square, SteelSeries, Lustre Skin, Ryze, Pixbee, Zero-X, Soho and Kapture; further strengthening its position as a trusted supplier of choice.
- The next generation of Zimi's Matter products will launch in 2027, entering a global smart home market forecast to grow to between US\$450 billion and US\$887 billion within the next decade.¹
- Zimi will host an open investor briefing at 11:30am AEST on Tuesday 29 September 2026, with details at the end of this announcement.

Zimi Limited (ASX: ZMM) (Zimi or the Company) is pleased to announce that it has signed an exclusive distribution agreement with **Directed Electronics Australia (Directed)** for retail, direct-to-consumer (D2C) and direct-to-business (D2B) sales of Zimi's new Matter product ranges across Australia and New Zealand. This is complementary to Zimi's existing wholesale distribution relationship with GSM Electrical (Australia) Pty Ltd (Trader), which continues to serve the electrical trade and wholesale market. Together, the two distributors give Zimi a complete path to market, spanning sales, marketing and distribution, across the full breadth of Australia and New Zealand, as it takes its next generation of Matter products to market.

The Distribution Agreement

Directed becomes Zimi's exclusive distributor for retail, D2C and D2B channels across Australia and New Zealand for an initial term of three years, with an option to extend for a further two years, leveraging Directed's ability to make consumer electronics ranges extremely successful. The agreement covers Zimi's highly anticipated next generation of Matter-enabled products, due to launch in 2027 across Directed's retail network.

Directed's decision to bring Zimi on board followed a thorough evaluation of Zimi's engineering, design and manufacturing capabilities, its readiness to meet Australian and New Zealand electrical standards, and the commercial opportunity in a fast-growing smart home category as it becomes mainstream for consumers, retailers and installers alike. That evaluation is the same one behind every brand in Directed's portfolio, and Zimi passing it is a strong signal of the capability and scale it has been building toward as a technology company.

Zimi's existing wholesale electrical distribution agreement with GSM Electrical (Australia) Pty Ltd (Trader), renewed and announced to the ASX on 5 March 2025, continues to service the electrical wholesale channels, complementing the new agreement with Directed.

¹ Source: MarketsandMarkets, Smart Home Market report (2026–2032); Grand View Research, Smart Home Market report (2026–2033).



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About Directed

Directed Electronics Australia is part of the Directed Group of Companies, an Australian company that specialises in mobile electronics innovation and consumer electronics distribution, with operations in Australia, New Zealand, Korea, Thailand, South Africa, Philippines and Mexico. Operating across 2 divisions; Directed Electronics; bringing leading consumer electronics brands and products to major retailers across Australia, New Zealand, Korea and Canada, plus Directed Technologies; which develops world class OEM and telematics solutions to leading global manufacturers and enterprise businesses, including Mercedes Benz, Ford, Kenworth, DAF, Iveco, Nissan.

For more than 20 years, Directed has been a trusted leader in bringing global brands and innovative products to consumers, ranged across Australia and New Zealand's major retailers, including Bunnings, JB HIFI, Harvey Norman, Noel Leeming and Officeworks, as well as mass merchants, specialist stores and a network of more than 10,000 retail partner outlets in total.

The business operates from a head office and main distribution centre at Melbourne Airport, with representation in every Australian state, support warehousing in Western Australia and a dedicated office and warehouse in New Zealand. In 2023 Directed opened a \$15 million connected vehicle and IoT technology hub in Australia.

Directed's portfolio covers several of the fastest growing and in demand categories across the ANZ retail segment, including Smart Wearables, Smart Health, Beauty and Wellbeing, Smart Home, Smart Kids Tech, Gaming and E-Mobility. Featuring several leading global brands including OURA, EZ-VIZ, Lucyd, Square, SteelSeries, Lustre Skin, and owned brands including Ryze, Pixbee, Soho, Kapture. That track record of turning strong brands into retail success is exactly why Zimi chose Directed to bring its smarter products into homes.

Matter: The Global Standard for the Connected Home

The smart home has captured plenty of attention in recent years, promising a home where the lights, locks, blinds and climate control all work together and respond to you. What it delivered instead was often clunky, with a different hub, a different account and a different app for almost every device in the home, from lighting to locks.

The Connectivity Standards Alliance came together to fix that, building Matter, the global standard now being adopted for the connected home. The Alliance has more than 900 member companies, with board members including Amazon, Apple, Google and Samsung, sharing a vision to make the smart home experience simple and unified across manufacturers. Matter isn't tied to one technology, using a mix including Wi-Fi, Thread, Ethernet and Bluetooth to keep the experience consistent for the customer. Zimi was among the first Australian manufacturers to achieve Matter certification, putting it at the forefront of that adoption.

Sitting on top of Matter are the ecosystems of the home, such as Samsung SmartThings, Amazon Alexa, Apple Home and Google Home, increasingly built around voice, including Google's latest Home Speaker, which pairs its Gemini voice assistant with Matter hub capability. Something still has to physically switch the lights, dim a room or control a fan, and that hardware layer is where Zimi is focused. The Matter badge is becoming a recognised signal for consumers, builders and architects that a product will work reliably across these ecosystems, and Zimi's next generation of Matter-enabled products is designed to proudly carry that badge, backed by a genuinely positive user experience.



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Zimi's Next Generation Matter Product Range

Zimi previously launched the Senoa range of smarter switches, dimmers and power points, an industry first combining glass touch technology, proximity sensing, customisable colours and laser-etched icons. That original range, available at zimi.life/senoa, built Zimi's reputation for best-in-class intelligence and genuinely unique design. Throughout 2026, Zimi has been re-engineering that same range to adopt Matter, creating a seamless experience between the product and the smart home platforms already woven into daily life, from a smartphone to a watch or tablet.

That next generation Matter product range will launch in 2027, entering an exciting new category for major retailers, who have not traditionally sold this kind of product. Retailers have instead focused on smart bulbs, for example, which are cheaper individually but need one in every fitting to really work, and can feel a little gimmicky as a result. A smart switch works differently. It controls the lighting, fans and heaters already in a home from the wall, without needing to replace a single fitting or appliance, making it the more economical whole-home solution and one of the most powerful ways to automate a home using what's already there.

A customer can start small. Even one or two Zimi smarter switches bring meaningful automation to a home's main living areas, and the same range scales to a whole-home installation for those who want it. In addition to this flagship range, Zimi continues to expand its product portfolio and looks forward to announcing further additions in due course.

Zimi CEO, Jordan Tentori, said:

"We're extremely proud to sign this important distribution agreement with Directed. They have an amazing team, with a genuine track record of putting great products in front of the right consumers and retailers, and that's exactly the partner Zimi needs as we bring our next generation of Matter products to market together."

"I'm incredibly proud of the Zimi team for engineering this next generation of products. Our new range delivers the simplicity and cross-platform compatibility that Apple, Google, Amazon and Samsung are all promoting themselves right now, at exactly the moment the category is going mainstream."

"This is a defining moment for Zimi. It brings together all the hard work our team has put in, a market that's finally mature and ready for Matter, led by the world's biggest technology companies, and a partner in Directed we couldn't be prouder to have on board. I'm thrilled to see it on shelves and reaching homes everywhere."



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Directed CEO, Steve Siolis, added:

"We're excited to welcome Zimi to the Directed family and bring their next generation of Matter products into our portfolio. Every product we take on goes through a rigorous, multi-stage review covering the product itself, its quality, its compliance with the Matter standard, and the company behind it. Most of what we look at does not make it through, however Zimi did and on merit. Zimi's engineering and vision impressed us, especially how far ahead they are on Matter adoption, and the quality of the range is exactly the type of new innovation our retailers are looking for. The calibre of what Zimi has built gives them a genuine early-to-market advantage. We only put our retail relationships behind products we believe in, and Zimi is one of them. The connected home is one of the fastest growing categories in consumer electronics, and we believe Matter will create the experiences that accelerate its adoption. Zimi has built a locally designed portfolio right where this market is heading, and we are genuinely excited to bring it to market and put it in front of a very large customer base."

Investor Briefing

Zimi will host an open briefing for shareholders, investors and brokers at **11:30am AEST on Tuesday 29 September 2026**, at which CEO Jordan Tentori will discuss the Directed agreement and Zimi's next generation Matter product range. A Q&A session will be included via which attendees may submit questions to management to be answered following the briefing.

Date and time: Tuesday 29 September 2026, 11:30am AEST (11:00am ACST, 9:30am AWST)

Platform: Zoom Webinar (Webinar ID 828 1594 7932)

Registration: https://us06web.zoom.us/webinar/register/WN_XOEYtFWCRq63QVOhZ2fgTw

Registered attendees will receive a confirmation email containing the joining details and a telephone dial-in number; questions for management may be submitted in advance through the registration form or during the briefing through the Q&A function.

This announcement has been authorised for release by the Board of Zimi Limited.

For more information:

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About Zimi

Zimi Limited (ASX: ZMM) is an Australian technology company that develops smarter electrical devices for the home. The Company was an early adopter of Matter, the global connectivity standard now supported by Amazon, Apple, Google and Samsung, and has built its product strategy around Matter as the foundation for the connected home.

Forward-Looking Statements

This announcement contains certain forward-looking statements, including in relation to the anticipated benefits of the distribution agreement with Directed, the timing of Zimi's product launches, and the ranging of Zimi's products with retailers. Forward-looking statements are based on the Company's current expectations and are subject to risks, uncertainties and assumptions, many of which are beyond the Company's control. They are not guarantees of future performance. Actual results may differ materially. The Company does not undertake to update any forward-looking statement, except as required by law.