

## Seeing Machines Limited ("Seeing Machines" or the "Company")

30 December 2024

### PDMR / Director Dealing

Seeing Machines Limited (AIM: SEE, "Seeing Machines" or the "Company"), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, announces that on 24 December 2024 Martin Ive, Chief Financial Officer, purchased a total of 103,163 ordinary shares ("Ordinary Shares") at a price of 4.81 pence per Ordinary Share and 102,720 Ordinary Shares at a price of 5.2 pence per Ordinary Share.

Following these purchases, Mr Ive is now beneficially interested in 7,926,230 Ordinary Shares, representing 0.16 per cent. of the issued share capital of the Company.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

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**About Seeing Machines (AIM: SEE)**, a global company founded in 2000 and headquartered in Australia, is an industry leader in vision-based monitoring technology that enable machines to see, understand and assist people. Seeing Machines' technology portfolio of AI algorithms, embedded processing and optics, power products that need to deliver reliable real-time understanding of vehicle operators. The technology spans the critical measurement of where a driver is looking, through to classification of their cognitive state as it applies to accident risk. Reliable "driver state" measurement is the end-goal of Driver Monitoring Systems (DMS) technology. Seeing Machines develops DMS technology to drive safety for Automotive, Commercial Fleet, Off-road and Aviation. The company has offices in Australia, USA, Europe and Asia, and supplies technology solutions and services to industry leaders in each market vertical.

[www.seeingmachines.com](http://www.seeingmachines.com)

Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Martin Ive
Reason for the notification		
a)	Position/Status:	Chief Financial Officer
b)	Initial notification/Amendment:	Initial notification
Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	Seeing Machines Limited
b)	LEI:	549300LNJJPZ2SU7A197
Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of	Ordinary shares of nil par value

	Identification Code	ISIN: AU0000XINAJ0	
b)	Nature of the transaction:	Purchase of Ordinary Shares	
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		4.81 Pence	103,163
		5.20 Pence	102,720
d)	Aggregated information:	<ul style="list-style-type: none"> <li>• 205,883 Ordinary Shares</li> <li>• 5.005 Pence</li> </ul>	
	<input type="checkbox"/>		
e)	Date of the transaction:	24 December 2024	
f)	Place of the transaction:	London Stock Exchange	

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