RNS Number : 8298S
Seeing Machines Limited
10 January 2025

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

10 January 2025

# 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 8 January 2025 Martin Ive, Chief Financial Officer, purchased a total of 150,000 ordinary shares ("Ordinary Shares") at a price of 4.20 pence per Ordinary Share. Further, on 9 January 2025, Martin Ive purchased a total of 135,000 Ordinary Shares at 4.13 pence per Ordinary Share and 4,746 Ordinary Shares at 4.19 pence per Ordinary Share.

Following these purchases, Mr Ive is now beneficially interested in 8,312,726 Ordinary Shares, representing 0.17 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.

**Enquiries:**


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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**

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|---|---|---|
| | **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): | **Price(s)**: 4.20 Pence; **Volume(s)**: 150,000 |
| d) | Aggregated information:<br>• Aggregated volume<br>• Price | N/A - single transaction |
| e) | Date of the transaction: | 8 January 2025 |
| f) | Place of the transaction: | London Stock Exchange |

| | | |
|---|---|---|
| | **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<br><br>Identification Code | Ordinary shares of nil par value<br><br>ISIN: AU0000XINAJ0 |
| b) | Nature of the transaction: | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s): | **Price(s)** / **Volume(s)**<br>4.19 Pence / 4,746<br>4.1254 Pence / 135,000 |
| d) | Aggregated information:<br>• Aggregated volume<br>• Price | <br>139,746 Ordinary Shares<br>4.128 pence |
| e) | Date of the transaction: | 9 January 2025 |
| f) | Place of the transaction: | London Stock Exchange |



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