

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

14 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 13 January 2025 Martin Ive, Chief Financial Officer, purchased a total of 390,000 ordinary shares ("Ordinary Shares") at a price of 3.93 pence per Ordinary Share.

Following these purchases, Mr Ive is now beneficially interested in 8,702,726 Ordinary Shares, representing 0.18 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:

Seeing Machines Limited

Paul McGlone - CEO

Sophie Nicoll - Corporate Communications

+61 2 6103 4700

Stifel Nicolaus Europe Limited (Nominated Adviser and Broker)

Alex Price

Fred Walsh

Ben Good

Sarah Wong

+44 20 7710 7600

DGA Group (Media Enquiries)

James Styles

Methuselah Tanyanyiwa

Matthias Jarosz

seeingmachines@dgagroup.com

+44 20 7664 5095

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

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)	Volume(s)
		3.93 Pence	390,000
d)	Aggregated information: • Aggregated volume • Price	N/A - single transaction	
e)	Date of the transaction:	13 January 2025	
f)	Place of the transaction:	London Stock Exchange	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHDZLBFEFLFBBB