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

21 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 20 January 2025 Istabraq Pty Limited, a person closely associated with Martin Ive, Chief Financial Officer, purchased a total of 301,620 ordinary shares ("Ordinary Shares") at a price of 4.03 pence per Ordinary Share.

Following these purchases, Mr Ive is now beneficially interested in 9,809,346 Ordinary Shares, representing 0.2 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 **+61 2 6103 4700**
Paul McGlone – CEO
Sophie Nicoll – Corporate Communications

Stifel Nicolaus Europe Limited (Nominated Adviser and Broker) **+44 20 7710 7600**
Alex Price
Fred Walsh
Ben Good
Sarah Wong

Dentons Global Advisors (Media Enquiries) **+44 20 7664 5095**
James Styles
Methuselah Tanyanyiwa
Matthias Jarosz
seeingmachines@dentonsglobaladvisors.com

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

seeingmachines

	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Istabraq Pty Limited
	Reason for the notification	
a)	Position/Status:	A person closely associated with Chief Financial Officer, Martin Ive
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 Identification Code	Ordinary shares of nil par value ISIN: AU0000XINAJ0
b)	Nature of the transaction:	Purchase of Ordinary Shares
c)	Price(s) and volume(s):	**Price(s)**: 4.03 Pence; **Volume(s)**: 301,620
d)	Aggregated information: • Aggregated volume • Price	N/A – single transaction
e)	Date of the transaction:	20 January 2025
f)	Place of the transaction:	London Stock Exchange