

Seeing Machines Limited (“Seeing Machines” or the “Company”)

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Expanding Guardian prospects across Europe as GSR deadline approaches

Seeing Machines Limited (AIM: SEE), a global leader in AI-powered operator monitoring systems, is pleased to announce a significant 5-year agreement with a leading UK bus Original Equipment Manufacturer (OEM).

Under this agreement, Guardian Generation 3 (“Guardian”) will be delivered After Manufacture (via factory fit), supporting sales of the OEMs buses across Europe as the General Safety Regulation (“GSR”) mandate for Advanced Driver Distraction Warning comes into force. The OEM has already installed around 200 vehicles with Guardian, and manufactures over 1,700 units annually, with a substantial portion destined for the European market.

In addition, the homologation process is currently underway with four more commercial vehicle OEMs across Europe, which represent a total potential volume of over 4,000 vehicles per annum. Guardian is being tested as the key safety technology in the process, with homologation occurring across the entire vehicle platform to ensure compliance and performance at the highest standards.

The Company is also experiencing strong momentum in key industry verticals, notably it is progressing towards a European-wide contract for one customer in the Oil and Gas sector, renowned for its stringent safety practices. Guardian has already been deployed in the UK and four other European countries for this organisation, with further expansion planned under the umbrella agreement for Europe.

Further to this, Seeing Machines is actively supporting multiple commercial passenger transport OEMs with Guardian in the UK as they participate in tenders across the bus, rail, and tram sectors. These collaborative efforts not only broaden the reach of Guardian technology but also highlight the growing demand for advanced safety solutions in public transport in all markets, not just those with regulation pending.

Collectively, these developments represent substantive recurring commercial opportunities, with the potential for a significant number of Guardian units to be deployed annually. This underscores the strong regional commitment to road safety and reflects the industry's ongoing push to enhance protection for both operators and passengers throughout Europe and the UK.

Paul McGlone, CEO of Seeing Machines commented: *“This agreement is a major step for Seeing Machines as we expand our Guardian Generation 3 technology across Europe, supporting our partners to meet the highest safety standards ahead of the GSR deadline. Our growing collaborations with OEMs and industry leaders not only demonstrate the value of our AI-powered safety technology but also reflect Europe’s strong commitment to protecting road users. We are proud to play a pivotal role in making public and commercial transport safer for everyone across this region.”*

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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