![seeingmachines logo]

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

26 November 2025

Seeing Machines announces new award in Japan and additional business with existing European Automotive Tier 1 customer

Seeing Machines Limited (AIM: SEE), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, is pleased to announce additional new business with an existing European Tier 1 and OEM customer. The initial program is already in production, incorporating the Company's Driver Monitoring System (DMS) technology.

To support the implementation of the Tier 1's enhanced interior perception system for this OEM customer as they launch semi-automation functionality, Seeing Machines' cutting-edge DMS technology will continue to be deployed to satisfy the OEM customer's overall driving experience needs, with enhanced safety and convenience.

The initial lifetime value of this new business is approximately US$10m and the additional program volume is expected to commence production in 2028 and continue through 2031.

Further, Seeing Machines has been appointed by Mitsubishi Electric Mobility Corporation (MELMB) to deliver a small program for a leading Japanese OEM, with production scheduled for 2028. This program, with an initial value of US$1.6m, reinforces Seeing Machines' long-term growth strategy with MELMB in Japan, and the Company is confident of securing additional opportunities as this progresses.

These new business awards bring the total cumulative initial lifetime value for all Seeing Machines Automotive programs won to date, to over US$400m, the majority of which is expected to be received by 2028.

Paul McGlone, CEO of Seeing Machines, commented: *"We are delighted to extend our scope with this European Tier 1 customer as we collaborate to deliver leading edge DMS solutions and get more people home safely every day. And the announcement of our inaugural win with MELMB marks an important milestone for our operations in the region.*

"As the July 2026 deadline for camera-based DMS in Europe approaches, it is our expectation that many current Automotive programs will be extended and potentially expanded to incorporate additional features. Leveraging our existing relationships will be instrumental in shaping our business expectations as OEMs address regulatory requirements for advanced distraction warning across the region. Our track record of successfully supporting programs to production is demonstrated by over 4 million vehicles equipped with our technology on the road as reported at the end of Q1 FY2026."

This announcement contains inside information under the UK Market Abuse Regulation. The person responsible for arranging for the release of this announcement on behalf of the Company is Paul McGlone, CEO.

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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**