

15 June 2026

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

Seeing Machines wins two new Japanese OEM programs

Seeing Machines Limited (AIM: SEE, “Seeing Machines” or the “Company”), the advanced computer vision company focused on transport safety, has secured Automotive program awards to deliver its Driver and Occupant Monitoring System (DMS/OMS) technology for two separate Japanese car manufacturers. The awards, won through a leading European and Japanese Tier 1 supplier, both existing customers of Seeing Machines, further strengthen the Company's growing Automotive pipeline and position in the global in-cabin sensing market.

Under both programs, Seeing Machines will provide its DMS/OMS software across multiple vehicle platforms scheduled for production from 2028. The awards span single and dual camera architectures, including steering column-mounted and overhead console positions. Together, the programs are expected to generate an estimated initial lifetime value of approximately US\$11 million.

These wins reflect growing momentum among Japanese automotive manufacturers as they adopt advanced in-cabin sensing to support semi-automated technology and meet evolving safety regulations and consumer expectations, including Euro NCAP (New Car Assessment Protocol) requirements and other global safety assessment programs. The awards further strengthen Seeing Machines' position as a trusted partner to Tier 1 suppliers and vehicle manufacturers deploying next-generation safety systems at scale.

Paul McGlone, CEO of Seeing Machines, commented: *"We are delighted to secure these new programs with Japanese automotive manufacturers, further strengthening our position as a global leader in Driver and Occupant Monitoring technology. These awards reflect the growing adoption of advanced in-cabin sensing as OEMs increasingly recognise its value in enhancing safety, meeting regulatory requirements and improving the driving experience."*

"Selection through both European and Japanese Tier 1 partners highlights the flexibility, scalability and proven performance of our technology across diverse vehicle platforms and customer requirements. It also validates our long-term investment in Japan, where we are now seeing increasing engagement from OEMs as they broaden their sourcing strategies for in-cabin monitoring solutions. As with many of our OEM programs, these initial awards are expected to underpin future organic growth opportunities as vehicle platforms, model variants and geographic deployment expand over time."

"With production expected to commence from 2028, these programs further strengthen our Automotive pipeline and support our long-term market share ambitions."

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.



Enquiries:

Seeing Machines Limited

Paul McGlone – CEO

Sophie Nicoll – Corporate Communications

+61 2 6103 4700

Stifel (Nominated Adviser and Broker)

Alex Price

Fred Walsh

Brough Ransom

Ben Good

+44 20 7710 7600

Singer Capital Markets (Joint Broker)

James Serjeant

Dan Ingram

Amber Higgs

Russell Cook

+44 20 7496 3000

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.

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