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

Seeing Machines secures new European Automotive OEM program as landmark EU safety regulations take effect

Seeing Machines Limited (AIM: SEE, “Seeing Machines” or the “Company”), the advanced computer vision company focused on transport safety, announces it has secured a new Driver & Occupant Monitoring System (“DMS/OMS”) program with a European automotive manufacturer through an existing Tier 1 customer.

The program will see Seeing Machines' technology integrated into a rear-view mirror solution for deployment across future vehicle platforms, including electric, with start of production expected in 2028. Rear-view mirror-based integration provides a highly scalable architecture that can be efficiently deployed across multiple vehicle lines, enabling OEMs to accelerate adoption while minimising engineering complexity and cost.

The award is expected to initially generate approximately US\$5 million in lifetime revenue and further strengthens Seeing Machines' growing automotive production pipeline. It also reinforces the Company's leadership in camera-based in-cabin sensing as regulatory and consumer demand for advanced safety technologies continues to accelerate.

The announcement comes as the European Union's General Safety Regulation (“GSR”) requirements for driver monitoring technology take effect, marking an important milestone in the industry's transition towards intelligent, camera-based safety systems designed to reduce distraction and improve road safety.

Paul McGlone, CEO of Seeing Machines, commented: *"This latest award reflects the strength of our technology, the confidence our Tier 1 partners and automotive customers continue to place in our solutions and our leadership position in interior sensing solutions."*

"Importantly, the award is based on a rear-view mirror integration, an architecture that offers vehicle manufacturers a highly efficient pathway to scale deployment across multiple vehicle platforms. Combined with the introduction of the European Union's GSR requirements earlier this month, we are seeing the industry transition from early adoption to broader deployment of camera-based in-cabin sensing. Seeing Machines is exceptionally well positioned to support OEMs as they accelerate the rollout of these critical safety technologies across their global vehicle portfolios."

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.

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