

Seeing Machines Limited

30 June 2021

Director Share Purchases

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 it has been notified that a number of Company Directors have purchased ordinary shares in the Company.

Dunford Super Pty Limited as trustee for Dunford Super Fund, a person closely associated with the Company’s Chair, Kate Hill, has purchased 200,000 ordinary shares in the Company at a price of 9 pence each on 29 June 2021. Following this transaction, Ms Hill has an interest in 2,762,080 Ordinary Shares, representing 0.07% of the issued share capital of the Company.

Nanjop Pty Ltd (The Murring Family A/C), a person closely associated with Non-Executive Director, John Murray, has purchased 250,000 ordinary shares in the Company at a price of 8.60 pence each on 25 June 2021. Following this transaction, Mr Murray has an interest in 432,291 Ordinary Shares, representing 0.01% of the issued share capital of the Company.

Paul McGlone, CEO and Executive Director of Seeing Machines, has purchased 250,000 ordinary shares in the Company at a price of 8.98 pence each on 29 June 2021. Following this transaction, Mr McGlone has an interest in 250,000 Ordinary Shares, representing 0.0065% of the issued share capital of the Company.

Enquiries:**Seeing Machines Limited**

Paul McGlone – CEO

Sophie Nicoll – Corporate Communications

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The person responsible for arranging the release of this announcement on behalf of Seeing Machines is Sophie Nicoll, Corporate Communications.

About Seeing Machines (LSE: 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

	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name:	Dunford Super Fund Pty Limited						
	Reason for the notification							
a)	Position/status:	A person closely associated with Kate Hill, Non-Executive Chair						
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):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>9 pence</td> <td>200,000</td> </tr> <tr> <td>Total</td> <td>200,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	9 pence	200,000	Total	200,000
Price(s)	Volume(s)							
9 pence	200,000							
Total	200,000							
d)	Aggregated information: Aggregated volume: Price:	<table border="1"> <thead> <tr> <th>Aggregate Total</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£18,000.00</td> <td>200,000</td> </tr> </tbody> </table>	Aggregate Total	Volume(s)	£18,000.00	200,000		
Aggregate Total	Volume(s)							
£18,000.00	200,000							
e)	Date of the transaction:	2021-06-29						
f)	Place of the transaction:	London Stock Exchange						

	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Nanjop Pty Ltd (The Murring Family A/C)

	Reason for the notification							
a)	Position/status:	A person closely associated with John Murray, Non-Executive Director						
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						
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8.60 pence	250,000							
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d)	Aggregated information: Aggregated volume: Price:	<table border="1"> <thead> <tr> <th>Aggregate Total</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£21,500</td> <td>250,000</td> </tr> </tbody> </table>	Aggregate Total	Volume(s)	£21,500	250,000		
Aggregate Total	Volume(s)							
£21,500	250,000							
e)	Date of the transaction:	2021-06-25						
f)	Place of the transaction:	London Stock Exchange						

	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Paul McGlone
	Reason for the notification	
a)	Position/status:	CEO and Executive Director
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
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c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>8.99 pence</td> <td>250,000</td> </tr> <tr> <td>Total</td> <td>250,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	8.99 pence	250,000	Total	250,000
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d)	Aggregated information: Aggregated volume: Price:	<table border="1"> <thead> <tr> <th>Aggregate Total</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£22,472.50</td> <td>250,000</td> </tr> </tbody> </table>	Aggregate Total	Volume(s)	£22,472.50	250,000			
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£22,472.50	250,000								
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