



Seeing Machines Limited

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Seeing Machines establishes European sales team to accelerate Guardian installations

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, has announced the establishment of a European sales team, headquartered in Amsterdam, the Netherlands, to lead the next phase of its business development and focus on growing demand in Europe for the Company’s Aftermarket driver safety technology, Guardian.

As the focus on road safety continues to ramp around the world, Seeing Machines’ Aftermarket division, under the leadership of recently appointed Max Verberne, has bolstered its direct sales team to support the increased interest from global companies to deploy driver-focused safety technology across their vehicle fleets. This most recent development comes off the back of the recently announced deal with *Shell Global Solutions International B.V.* (“Shell”) to deploy the Company’s Guardian technology across its global network of vehicles, over the next two to three years.

Guardian is now operational in more than 400 companies and 26 countries globally, minimising the risks of driver fatigue and distraction.

The Company is also pleased to announce that Gerard van den Houten has been appointed to head up the European team and comes to Seeing Machines with an enviable sales and management background. His experience, heavily focused on AI, technology and IOT across Europe, Africa and Asia will be invaluable as he spearheads the Company’s regional growth and targets new vertical opportunities in the region. Supported by two additional sales resources, due to start with Seeing Machines in the coming months, Gerard will lead the European, Middle East and African (“EMEA”) focus for Guardian sales.

The European team will expand on progress achieved in the United Kingdom where Guardian has been successfully deployed across key fleets such as *National Express* and *Trams of London*, supported by the UK-based team, who will now report to Gerard. As the Company sees expected growth across EMEA, this team and its position in Europe, while aligning closely with Shell’s footprint, will enable further growth with other organisations based out of the region.

Max Verberne, GM of Aftermarket at Seeing Machines commented: *“We are pleased to welcome Gerard to our growing team. The establishment of this Europe-based team will be further bolstered by our growing distribution network in South Africa, the Middle East, Turkey, the UK and Ireland.*

“Supporting key clients to successfully deploy Guardian is our focus and with experienced people like Gerard and his team on board to manage the demand from Europe, we are well placed to achieve our Aftermarket objectives.”



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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.

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