

16 July 2018

Seeing Machines Limited

Jack Boyer appointed Chairman designate and Ken Kroeger becomes CEO

Seeing Machines Limited (AIM: SEE, “Seeing Machines”, the “Group”), the advanced computer vision technology company that designs AI-powered operator monitoring systems to improve transport safety, has appointed Jack Boyer OBE, non-executive director and Chairman designate with immediate effect.

Ken Kroeger, currently Chairman and interim CEO, becomes CEO on a permanent basis. Ken retains the position of Chairman until 1 January 2019, when Jack takes over.

Jack Boyer, who is based in the UK and holds US and UK citizenship, is a highly experienced non-executive director with significant expertise in the advanced materials and technology sectors. Jack is currently non-executive director at Mitie plc, non-executive director of TT Electronics plc, a board member of the Sir Henry Royce Institute for Advanced Materials and Chairman of Academies Enterprise Trust.

In his prior roles, Jack was Chairman of Ilika plc, non-executive director of Laird plc, Deputy Chairman of the Advanced Materials Leadership Council (BEIS), Council Member of the Engineering and Physical Sciences Research Council and the Innovate UK Energy Catalyst. Jack also previously founded and was Chief Executive Officer of several companies in the engineering, telecommunications and biotechnology sectors and prior to this, was an investment banker at Goldman Sachs and a strategy consultant at Bain & Co. In 2015, Jack was awarded an OBE in the Queen’s Honours for his services to the fields of Science and Engineering.

Ken was appointed CEO in 2011 and then Chairman in 2017. He also took the role of interim CEO in early 2018.

Jack Boyer OBE, Chairman designate, commented:

***“I am delighted to be joining the business at this very exciting phase of its global development. Seeing Machines is poised to realise its ambition to be the global market leader in AI-driven vision technologies.*”**

“Under Ken’s leadership, Seeing Machines has developed into a recognised world leader in driver and operator monitoring technology, which enhances safety across multiple transport sectors. I look forward to working with him and the team.”

Ken Kroeger, Chairman and CEO, commented:

“I would like to take this opportunity to welcome Jack. He brings a considerable wealth of highly relevant sector experience and listed company expertise. I greatly look forward to working closely with Jack as we navigate the vast and exciting opportunities which lie ahead for the business.”

Jack Byron Boyer, aged 58, holds or has held the following directorships or partnerships in the past five years:

Current Directorships and/or partnerships:

Mitie Group plc
TT Electronic plc

Academies Enterprise Trust
Henry Royce Institute

Former directorships and/or partnerships (within the last five years):

Laird Plc
Department for Business, Innovations and Skills (BIS)
Ilika plc
Iqur Ltd
Southampton Asset Management Limited
Engineering and Physical Sciences Research Council
University of Southampton

Godolphin & Latymer School
Forum for the Future

Save as disclosed above, there are no other disclosures required in relation to Rule 17 or paragraph (g) of Schedule 2 of the AIM Rules for Companies.

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The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

About Seeing Machines

Seeing Machines (LSE: SEE), a global company headquartered in Australia, is an industry leader in computer vision technologies which enable machines to see, understand and assist people. The Company's machine learning vision platform has the know-how to deliver real-time understanding of drivers through Artificial Intelligence (AI) analysis of heads, faces and eyes. This insight enables Driver Monitoring Systems (DMS), which monitor driver/operator attention and can identify drowsiness and distraction across multiple transport sectors.

Seeing Machines develops DMS systems for the Automotive, Commercial Fleet, Aviation, Rail and Off-Road markets. The Company has offices in Australia, USA, Europe and Asia, and delivers multi-platform solutions ranging from embedded software and processors to aftermarket system and service solutions to industry leaders in each vertical.

DMS is now considered a core safety technology for the Automotive industry, particularly with the development of semi-autonomous and self-driving cars. DMS is also increasingly seen to be an integral safety feature across the Commercial Transport & Logistics industry globally. www.seeingmachines.com