



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

25 March 2024

### Director/ PDMR Shareholding

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 on 22 March 2024, Paul McGlone CEO purchased a total 450,000 ordinary shares (“Ordinary Shares”) in Seeing Machines at a price of 5.09 Pence and a total of 50,882 Ordinary Shares at a price of 5.04 Pence.

Following these purchase, Mr McGlone is now beneficially interested in 8,950,882 Ordinary Shares, representing 0.22 per cent. of the issued share capital of the Company.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

#### Enquiries:

##### Seeing Machines Limited

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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.

[www.seeingmachines.com](http://www.seeingmachines.com)

<b>Details of the person discharging managerial responsibilities/person closely associated</b>								
a)	Name:	Paul McGlone						
<b>Reason for the notification</b>								
a)	Position/Status:	CEO						
b)	Initial notification/Amendment:	Initial notification						
<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>								
a)	Name:	Seeing Machines Limited						
b)	LEI:	549300LNJJPZ2SU7A197						
<b>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</b>								
a)	Description of the financial instrument, type of  Identification Code	Ordinary Shares held in trust following the vesting of certain Performance rights  ISIN: AU0000XINAJ0						
b)	Nature of the transaction:	Exercise of Options						
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>5.09 Pence</td> <td>450,000</td> </tr> <tr> <td>5.04 Pence</td> <td>50,882</td> </tr> </tbody> </table>	Price(s)	Volume(s)	5.09 Pence	450,000	5.04 Pence	50,882
		Price(s)	Volume(s)					
		5.09 Pence	450,000					
5.04 Pence	50,882							
d)	Aggregated information: <ul style="list-style-type: none"> <li>Aggregated volume</li> <li>Price</li> </ul>	<ul style="list-style-type: none"> <li>500,882</li> <li>5.07 Pence</li> </ul>						
e)	Date of the transaction:	22 March 2024						
f)	Place of the transaction:	London Stock Exchange						