

1 October 2019

Seeing Machines Limited

Director Share Purchase

[Seeing Machines](#) Limited (AIM: SEE) (“**Seeing Machines**” or the “**Company**”), the leading provider of AI-enabled driver monitoring technology for improved transport safety, advises that its Chair, Kate Hill, has purchased 1,000,000 ordinary shares in the Company.

Ms Hill purchased 500,000 shares at 4.50 pence and 500,000 shares at 4.60 pence. Following completion of this transaction, Ms Hill has an interest in 1,550,000 Ordinary Shares, representing 0.05% of the issued share capital of the Company.

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This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

About Seeing Machines - www.seeingmachines.com

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 identification and understanding of drivers through Artificial Intelligence (AI) analysis of heads, faces and eyes. This insight enables Driver Monitoring Systems (DMS), which monitor driver/operator identification and attention and can detect drowsiness and distraction across multiple transport sectors.

Seeing Machines develops DMS 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 to industry leaders in each vertical.

DMS is becoming a core safety technology integrated into ADAS offerings 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 and is set to become a regulatory requirement for all cars, vans, trucks and buses in Europe from 2022, with the rest of the world expected to follow soon after.

Details of the person discharging managerial responsibilities/person closely associated	
a)	Name: Ms Kate Hill
Reason for the notification	
a)	Position/status: 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											
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