



## Seeing Machines Limited

14 November 2022

### PDMR Dealing

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, was notified on 11 November 2022 that Lombard Odier Asset Management (Europe) Limited (“LAOME”), a person closely associated with the Company's Non-Executive Director, Michael Brown, acting in its capacity as discretionary investment manager for the account and on behalf of funds or accounts managed by it and/or as agent of Lombard Odier Asset Management (USA) Corp, acting as discretionary investment manager for the account and on behalf of funds or accounts managed by them has today traded in the ordinary shares of Seeing Machine as set out below:

11 November 2022	Bought 134,208,641 ordinary shares at 5.5p
11 November 2022	Sold 207,208,641 ordinary shares at 5.5p

The share trades were the result of the reorganisation of certain funds and/or accounts managed by LOAME which is now complete. LOAME has confirmed to the Company that it remains extremely supportive of the Company and its prospects, particularly following the recent investment by Magna International and has no intention of, or requirement to, reducing its holding in Seeing Machines in the foreseeable future.

Following these transactions LOAME holds 621,756,762 ordinary shares, representing 14.97% of the Company's issued share capital.

### 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: Lombard Odier Asset Management (Europe) Limited		
<b>Reason for the notification</b>			
a)	Position/Status: A person closely associated with the Company's Non-Executive Director, Michael Brown		
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 of nil par value  ISIN: AU0000XINAJ0		
b)	Nature of the transaction: Purchase of Ordinary Shares		
c)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		5.5 Pence	60,000,000
		5.5 Pence	12,208,641
		5.5 Pence	12,000,000
d)	Aggregated information:  <ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul>	<b>Aggregate Total</b>	<b>Volume(s)</b>
		£7,381,475.26	134,208,641
e)	Date of the transaction: 11 November 2022		
f)	Place of the transaction: London Stock Exchange		

<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
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a)	Description of the financial instrument, type of  Identification Code	Ordinary shares of nil par value  ISIN: AU0000XINAJ0							
b)	Nature of the transaction:	Sale 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>5.5 Pence</td> <td>73,000,000</td> </tr> <tr> <td>5.5 Pence</td> <td>134,208,641</td> </tr> </tbody> </table>		Price(s)	Volume(s)	5.5 Pence	73,000,000	5.5 Pence	134,208,641
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