



## ASX ANNOUNCEMENT

22 June 2016

### **Clever Buoy shark detection system to protect world's best surfers**

#### **Highlights**

- **Clever Buoy shark detection system to be deployed at major pro surfing event in South Africa**
- **Cornerstone deployment contract for Clever Buoy**
- **Follows international interest from successful deployment at Bondi Beach**

The world's best professional surfers will be protected by Australian technology when they compete at the J-Bay Open at Jeffreys Bay, South Africa, next month.

Shark Mitigation Systems (ASX: SM8) has been awarded a contract by the sport's governing body, World Surf League, to deploy its Clever Buoy shark detection system for the event.

This is the Company's first international deployment for the supply of Clever Buoy, and follows the system's highly successful pre-commercialisation trial at Sydney's Bondi Beach from February to April, 2016.

The J-Bay Open was the scene of Australian surfer Mick Fanning's close encounter with a white pointer shark at the same event in 2015.

SM8 Co-founder Craig Anderson said: "We are very excited to be working with the pro surfing league to showcase our technology and provide critical safety information to the organisers of this event.

"This will help place our technology on the world stage, showing what it can do to keep surfers and other ocean users safe in the water."

The J-Bay Open will be held from 6 – 17 July, attracting many of the world's top surfers.

#### **About Clever Buoy**

Clever Buoy is a non-invasive, near shore shark detection system, utilizing state of the art sonar transducers, specialist software and communications equipment to relay critical information in real time to authorities responsible for beach safety.

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Clever Buoy is designed to be deployed beyond the surf zone and to scan for marine life. When a target is determined to be a shark, the designated authorities are immediately notified of both the target and its location.

Since the completion of its successful Bondi trial, and an official endorsement by Australian Professional Ocean Lifeguard Association (APOLA), SM8 has fielded inquiries from governments and private organisations around the world, interested in deploying Clever Buoy systems at their local beaches.

### **About Shark Mitigation Systems**

*Shark Mitigation Systems is an Australian marine technology company using leading scientific research to protect the many millions of people who visit the beach every year. SMS has developed a visual deterrent technology as well as a shark detection device, both of which are non-invasive and cause no harm to sharks. The company intends to develop and commercialise these technologies, as well as establish a pipeline of further innovative marine technology. SMS was incorporated in 2012 and since its establishment has partnerships with a number of leading organisations such as Optus, Google, Arena and the University of Western Australia. The Company listed on the ASX in May 2016.*

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

### **For further information please contact:**

David Ikin  
Professional Public Relations  
[david.ikin@ppr.com.au](mailto:david.ikin@ppr.com.au)  
Phone: +61 8 9388 0944

Alan Lawson  
Director  
Alto Capital  
[Alan@altocapital.com.au](mailto:Alan@altocapital.com.au)  
Phone: +61 8 9223 9878

Craig Anderson  
Co-Founder and Director  
[enquiry@sharkmitigation.com](mailto:enquiry@sharkmitigation.com)  
Phone: +61 1300 524 392

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