



ASX ANNOUNCEMENT

21 July 2016

Shark Mitigation Systems (ASX: SM8) appoints highly experienced industry expert to management team

Shark Mitigation Systems (ASX:SM8) (or the “Company”) is pleased to welcome Mr Simon O’Sullivan as General Manager, with the primary responsibility of further commercialising the Company’s visual technology, known as SAMS™.

Mr O’Sullivan has held senior positions with international surf apparel company Rusty for over a decade, including almost five years as Chief Operating Officer and has also served as WA State Manager for high profile surf brand, Rip Curl.

Commenting on the appointment, Shark Mitigation Systems Founding Director, Craig Anderson, said: “Simon brings a significant wealth of experience, having managed multi-million-dollar sales, marketing and distribution operations in the surf industry.”

“We believe there are significant opportunities for our technology in the global wetsuit market and Simon is an ideal candidate to unlock this potential, having successfully introduced a number of new product categories as COO of Rusty, and acquiring extensive wetsuit sales and distribution knowledge during his time with Rip Curl.”

“We are looking to further commercialise our SAMS technology through licensing agreements to add to our current licensees, including global swimwear brand Arena and local wetsuit company, Radiator, in addition to exploring further direct to market opportunities” Mr Anderson said.

Shark Mitigation Systems’ SAMS™ technology has been developed in partnership with the University of Western Australia and is based on revolutionary science undertaken on the visual systems of large predatory sharks. The non-invasive technology is represented in unique patterns that disrupt sharks’ visual perception by either camouflaging the wearer or presenting the wearer as a dangerous or unpalatable object.

“Shark Mitigation Systems is, to our knowledge, the world’s first publicly-listed shark attack mitigation company and we will continue to strengthen our management team as the Company grows,” Mr Anderson added.

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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

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