



acusensus  
intelligent eyes

FY23 Investor Presentation

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Acusensus *pioneers* intelligent solutions that can be rapidly deployed to address road safety challenges.

*Collaborating* with governments and commercial stakeholders to tackle *distracted driving* globally is our first priority.

# ABOUT ACUSENSUS

**Acusensus saves lives on road networks by encouraging behaviour change through high-tech enforcement approaches.**

- 1 World first** provider in A\$1.8b<sup>1</sup> market to detect & enforce illegal mobile phone usage by drivers using AI enforcement cameras.
- 2 Proven impact.** NSW introduced Acusensus technology in late 2019. Since then, phone usage reduced 6x and road fatalities reduced 20%.
- 3 Consistent expansion** of capabilities into the A\$7.6b<sup>2</sup> traffic enforcement industry. ACE solutions also detect/enforce seatbelt compliance, speeding, licence plates, railway crossing compliance, smart freeway compliance.
- 4 Long-term annuity revenue.** Secured \$148m from 6 multi-year service contracts for the enforcement of Mobile phone (NSW, QLD, ACT, & USA)<sup>3</sup> and Transportable speed (NSW and QLD).
- 5 Clear growth strategy.** International expansion plan + product set expansion plan. Operations in the UK & USA; R&D into impaired driving enforcement and into roadworker OHS.

1. Frost & Sullivan, The Global Market for Traffic Enforcement Solutions, Acusensus Limited IPO Prospectus – Estimated global addressable market opportunity for mobile phone enforcement  
2. Frost & Sullivan, The Global Market for Traffic Enforcement Solutions, Acusensus Limited IPO Prospectus – Traffic Enforcement Solutions, Actual Market Revenue, Global, 2026 estimate  
3. Seatbelt enforcement services are also provided in the QLD and USA contracts

# COMPANY HISTORY



**2018**  
TCV \$1m

- Acusensus Pty Ltd incorporated
- Selected for the University of Melbourne Accelerator Program
- First Patent application filed
- 1<sup>st</sup> release of Acusensus 'Heads Up' solution
- NSW pilot contract for Mobile Phone Detection awarded

**2019**  
TCV \$22m

- 10<sup>th</sup> employee starts
- First employee in the USA
- NSW world first Enforcement program for Mobile Phone Detection commences
- Partnership with Spinal Cord Injuries Australia
- Tasmania demonstration for Mobile Phone, Speed and Licence Plate recognition detection technology

**2020**  
TCV \$22m

- Victorian pilot for Mobile Phone detection
- Queensland pilot for Mobile Phone detection
- Netherlands pilot for Mobile Phone detection
- USA demonstrations of Acusensus Real-Time enforcement
- India enforcement contract using Acusensus Harmony
- Belgium pilot for Mobile Phone detection

**2021**  
TCV \$112m

- 50<sup>th</sup> employee starts
- South African pilot for Mobile Phone and Seatbelt detection
- UK pilots for Mobile Phone and Seatbelt detection
- Spanish pilot for Mobile Phone and Seatbelt detection
- New South Wales Speed Detection Camera Program commences
- Queensland Mobile Phone detection and Seatbelt program commences
- WA Smart Freeway pilot

**2022**  
TCV \$132m

- 100<sup>th</sup> employee starts
- Acusensus wins the Intertraffic Inspiration Award
- Acusensus partners with entities in the UK for van-based pilot for Mobile Phone and Seatbelt detection
- WA pilot for Mobile Phone, Seatbelt detection, Speed and Point-to-Point Speed
- First employee in the UK
- Acusensus partners with ITS UK Enforcement Scheme Award
- New Zealand pilot for Mobile Phone detection

**2023**  
TCV \$154m

- Acusensus lists on the ASX as ASX:ACE
- Acusensus wins the ITS Australia Award for Excellence in Research and Development
- ACT program for Mobile Phone detection goes live
- Queensland Speed detection program goes live
- Queensland contract for behaviour awareness monitoring awarded
- North Carolina commercial vehicle enforcement goes live
- Research and development into road worker safety and impaired driving detection

TCV = Total Contract Value, the cumulative value of contracts/trials secured

# FY23 SNAPSHOT

Key operating and financial metrics

# SNAPSHOT

Key operational metrics

Simultaneous enforcement modes, targeting a source of 2 in 3 road fatalities

- Mobile phone distraction
- Seat belt
- Point speed
- Average speed
- Unregistered vehicles

Fixed, trailer-based and car-based enforcement units deployed and enforcing



# FY23 FINANCIAL PERFORMANCE

Acusensus has performed strongly in its 1<sup>st</sup> year as an ASX listed company, exceeding IPO Prospectus forecast revenue and EBITDA.



FY 2023 Revenue

**\$42.0 million**

FY 2022: \$28.7m ▲ 46%



FY 2023 Net Profit AT

**\$ 0.4 million**

FY 2022: \$0.5m



FY23 2023 Gross Margin

**\$18.7 million**

FY 2022: \$12.6m ▲ 48%



ASX IPO January 2023

**\$20 million**

to fund global growth and product expansion



FY 2023 EBITDA

**\$5.5 million**

FY 2022: \$3.7m ▲ 49%



Cash reserves

**\$24.8m**

at 30 June 2023

*Financial information provided on a proforma basis pcp*

# POST-IPO ANNOUNCEMENTS

Acusensus has secured new revenue from the following contracts:

## NSW Mobile Speed Camera contract variation awarded

- Existing contract varied to provide roadside signage for all mobile speed camera deployments (signs positioned before and after vehicles)
- Revenue commenced January 2023

## ACT Mobile Device Detection Cameras Services Agreement commenced

- 3-year term, with a further 2 x 1 year options
- Total contract value over the maximum 5-year term to be \$9.1m (including GST)
- Revenue commenced February 2023

## QLD Transportable Speed Enforcement Contract awarded

- 5-year term, with a further 2 x 1 year options
- Estimated contract value over initial 5-year term of approximately \$11.7m (including GST)
- Revenue commenced May 2023
- Entry into a Standing Offer Arrangement, allowing the government to procure further services over time



# POST-IPO ANNOUNCEMENTS

Acusensus has secured new revenue from the following contracts:

**North Carolina USA  
Mobile Phone and  
Seatbelt Enforcement  
Contract awarded**

- 1<sup>st</sup> USA phone and seatbelt enforcement contract
- 1-year term, with a further 2 x 1 year options
- Contract value USD \$0.5m
- Federally funded
- Revenue commenced July 2023

**QLD Mobile Phone  
Awareness and  
Tailgating Monitoring  
Trial Contract awarded**

- Australian 1<sup>st</sup> trial that detects mobile phone and tailgating offences and provides signage prompts to alert motorists
- Contract value \$0.7m (including GST)
- Revenue to commence FY24

**QLD Mobile Phone and  
Seatbelt Enforcement  
Contract Variation  
awarded**

- Additional Heads Up solutions supporting regional locations
- 5-year term, with a further 2 x 1 year options
- Estimated contract value over initial 5-year term of approximately \$10.2m (including GST)
- Revenue expected to commence December 2023





COMPANY  
OVERVIEW



# GLOBAL BURDEN OF DRIVER BEHAVIOUR



## GLOBAL BURDEN OF DRIVER BEHAVIOUR

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Acusensus provides distracted driving and traffic enforcement solutions to help prevent road trauma

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1. <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries> accessed 14/09/2022

2. <https://www.monash.edu/muarc/archive/our-publications/papers/roadtoll>

3. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812456>

4. <https://rse.org.au/about-road-safety>

**1.3 million** people die and up to **50 million** each year are injured from road traffic crashes<sup>1</sup>.

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Road trauma has historically been the **leading cause of death** for ages 1-44<sup>2</sup>.

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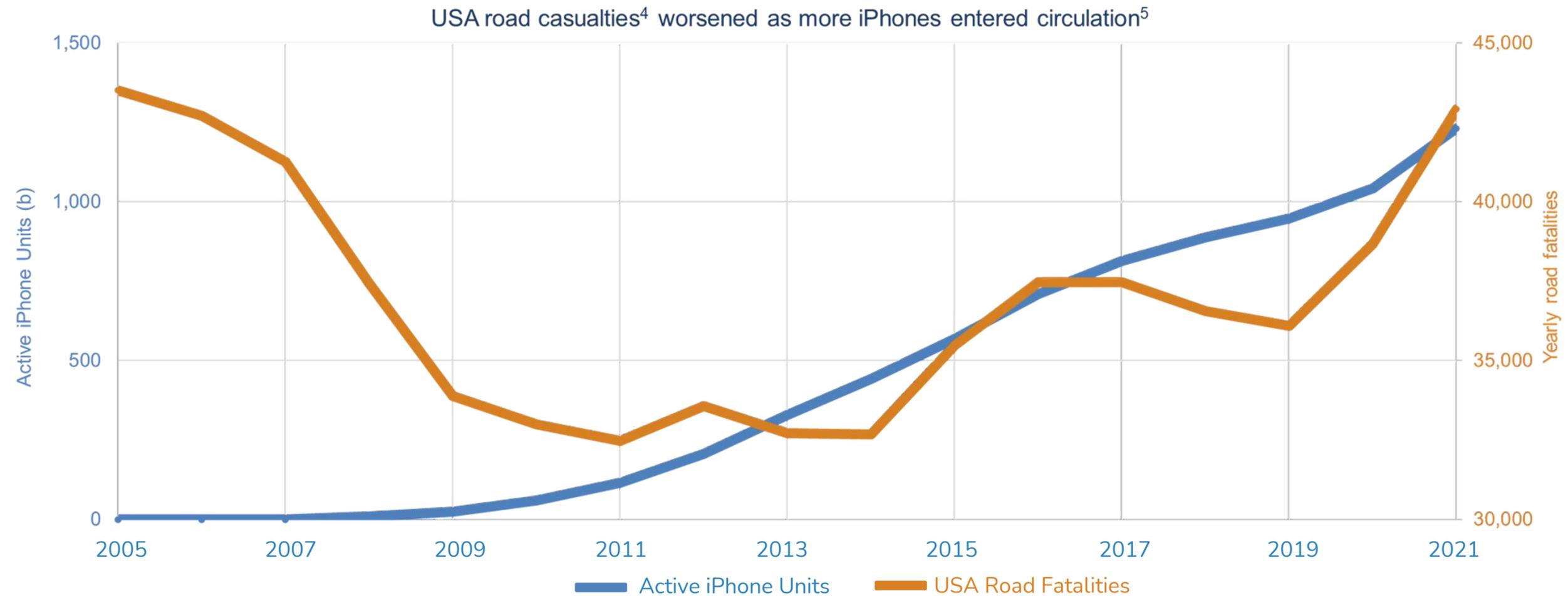
Road crashes typically reduce GDP by **3%**<sup>3</sup>.

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Authorities are focusing on the 'fatal five': speeding, seatbelts, fatigue, drugs /alcohol and distraction to try to reduce **preventable road deaths**<sup>4</sup>. Up to 94% of US fatalities involve the fatal five – i.e. involve preventable and typically illegal behaviour<sup>3</sup>.

# DISTRACTION – THE ‘DRINK DRIVING’ OF OUR AGE

1% - 4% of drivers using a phone across a typical road network at any given time<sup>2</sup>, an illegal act in most countries<sup>3</sup>, with those drivers being 4x more likely to crash<sup>1</sup>.



1. Road traffic injuries, Factsheet, WHO, 20 June 2022; Farmer CM, Braitman KA, Lund AK. Cell phone use while driving and attributable crash risk. Traffic Injury Prevention. Oct 2010

2. Acusensus internal data from surveyed jurisdictions (excluding USA data).

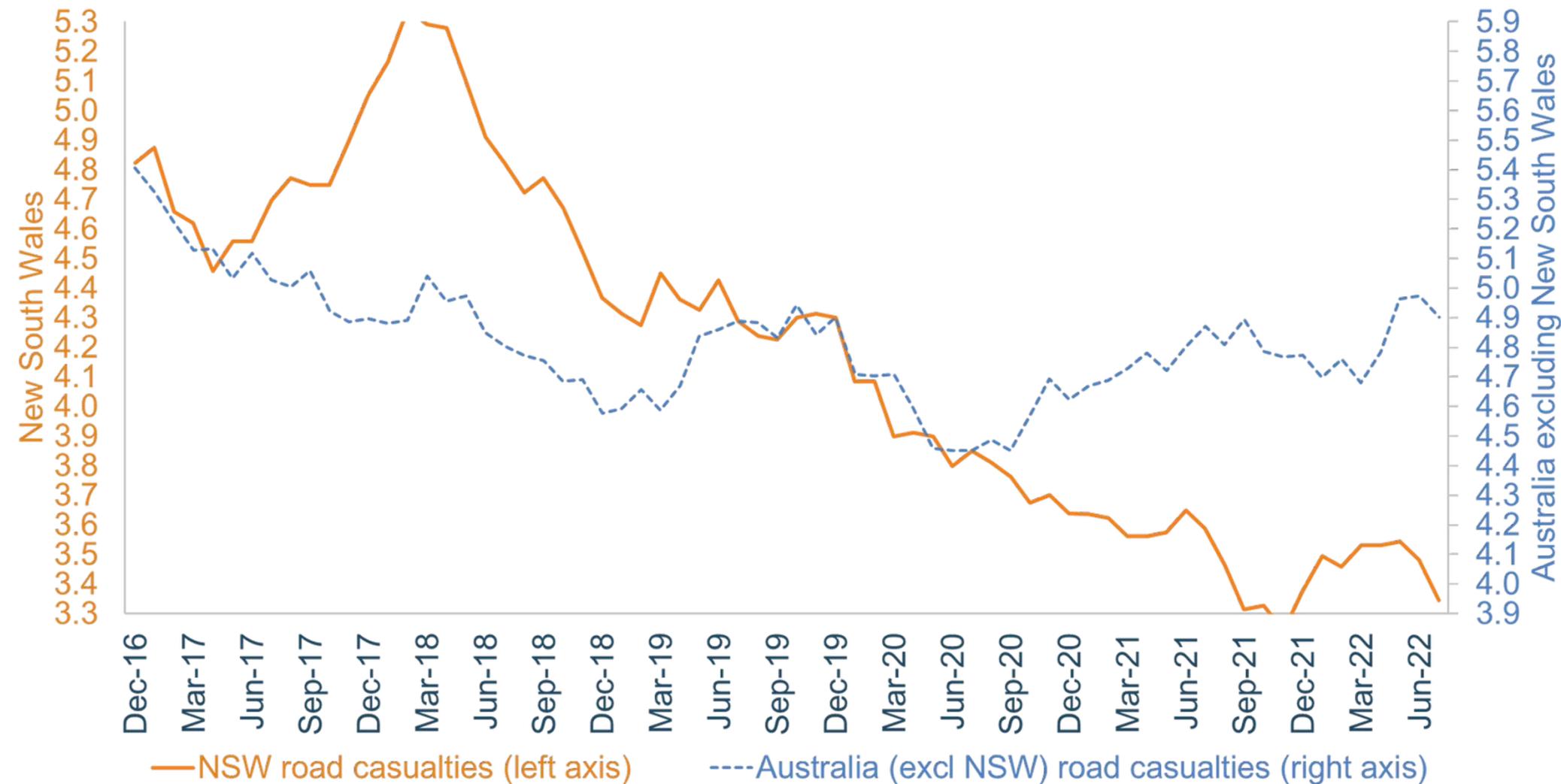
3. <https://www.who.int/publications/i/item/9789241565684> accessed 4/10/2022.

4. <https://data.oecd.org/transport/road-accidents.htm>

5. <https://www.businessofapps.com/data/apple-statistics/>

# DRIVING CHANGE, SAVING LIVES

Road fatalities per 100,000 per annum, NSW compared with rest of Australia



Since the introduction of the NSW Mobile Phone Detection Camera Program to target driver distraction, there has

been:

- a sixfold reduction in camera detected mobile phone offences<sup>1</sup>
- a strong decline in road fatalities<sup>2</sup>
- a strong decline in road fatalities per 100,000 compared against the rest of Australia<sup>2</sup>

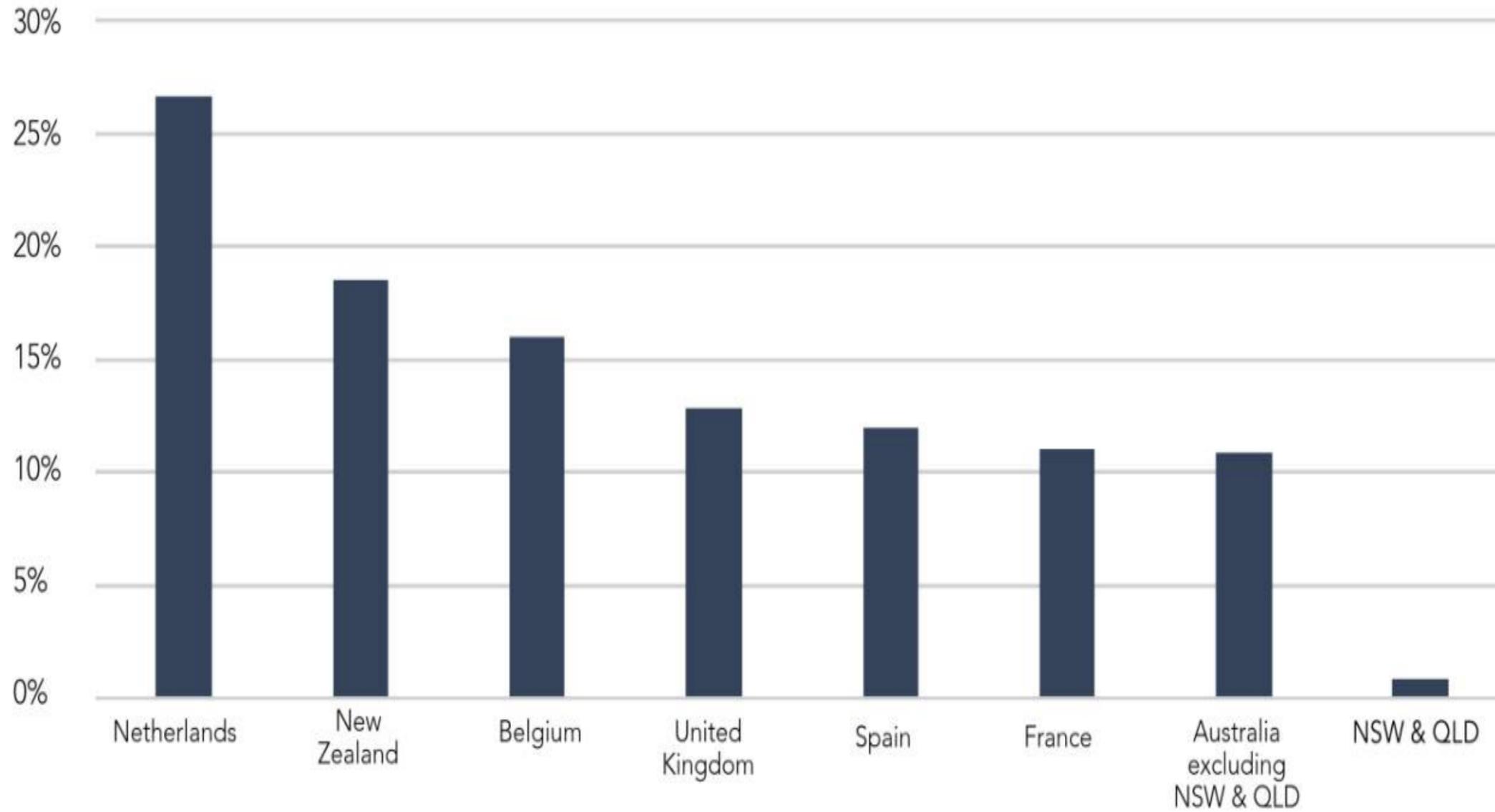
1. Acusensus internal data

2. [https://www.bitre.gov.au/publications/ongoing/road\\_deaths\\_australia\\_monthly\\_bulletins](https://www.bitre.gov.au/publications/ongoing/road_deaths_australia_monthly_bulletins)

# DRIVING CHANGE, SAVING LIVES

## ROAD FATALITY CHANGE OVER THE PAST YEAR

Australia: year ending March 23. Other nations generally year ending December 22



### Impact on Road Fatality Change

Enforcement is a proven way to keep roads safer.

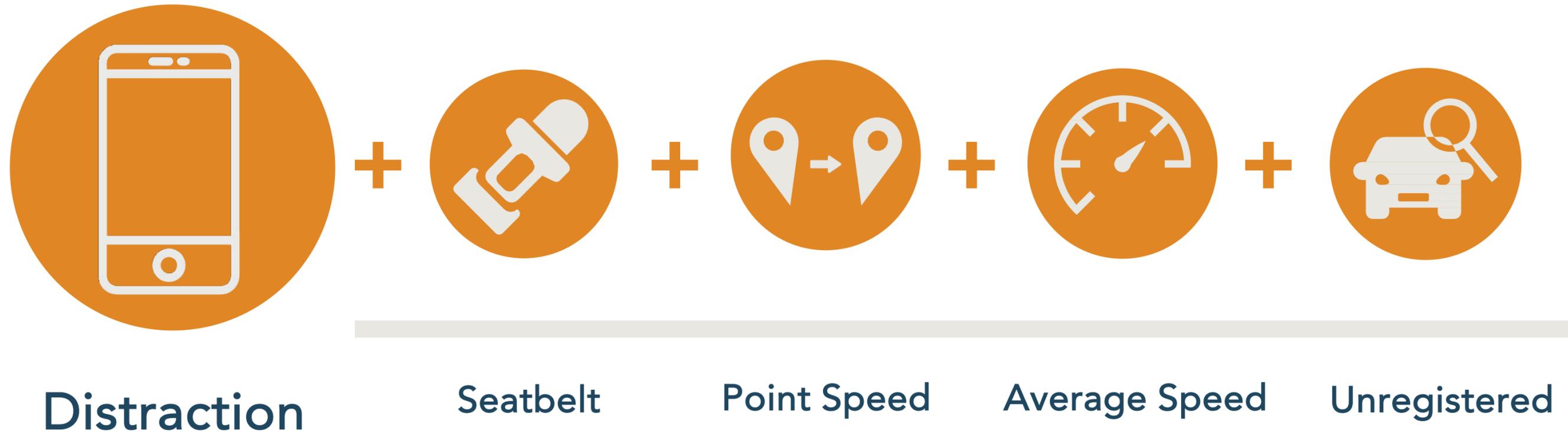
New South Wales and Queensland are the only two jurisdictions in the world to run widespread phone use enforcement through 2022, which was made possible through Acusensus' solutions.

The number of road deaths in New South Wales and Queensland declined relative to the trend in Australia and in other jurisdictions.

# ACUSENSUS TECHNOLOGY SOLUTION

# MULTI-FUNCTION ENFORCEMENT SOLUTION

Acusensus has successfully developed, manufactured, deployed and operated a solution for a full-scale enforcement program targeting the causes of 2 in 3 road deaths



# ACUSENSUS HEADS-UP

Designed to give authorities an effective tool to detect the illegal use of mobile phones whilst driving and other illegal driver behaviour, to drive behavioural change on the road network.

01 Advanced automated recognition system minimises false positives while maximising true offence detection rate

02 The design and deployment of transportable solutions for anywhere-anytime enforcement

03 Acusensus designs and develops an end-to-end solution utilising outsourced manufacturing partners



04 Consistent all-weather solution  
Almost completely unaffected by darkness or by sun glare

05 Enforcement pedigree, encrypted and signed traceable packages from the camera onward

06 Detection of vehicles travelling up to 300km/h without motion blur or distortion via high performance sensor technology

# AI TECHNOLOGY



Acusensus CTO Chris Kells explains AI technology used to automatically find vehicle occupants and check for phone use or seatbelt use  
Visit the Acusensus Youtube channel to see this video and more.

## Training Platform

- Continuous feedback system
- Data Scientists dedicated to research and development of new and improved AI models



## Real World Data

- Existing fleet of fixed and trailer systems generating real world data 24/7
- Deployed in 5 continents
- Millions of vehicle transits per week



## Privacy Controls

- Enable real world data to be used for AI training while upholding the highest protections for privacy and data
- No retention of driver images



High performance  
AI models,  
generalized for real  
world deployment

# OTHER TECHNOLOGY APPLICATIONS

Research & development of enhancing Heads-Up Real-Time for the screening of drivers for impairment by drugs and alcohol



Transportable speed enforcement



Monitoring of railway crossing behaviours, both signalised and unsignalised

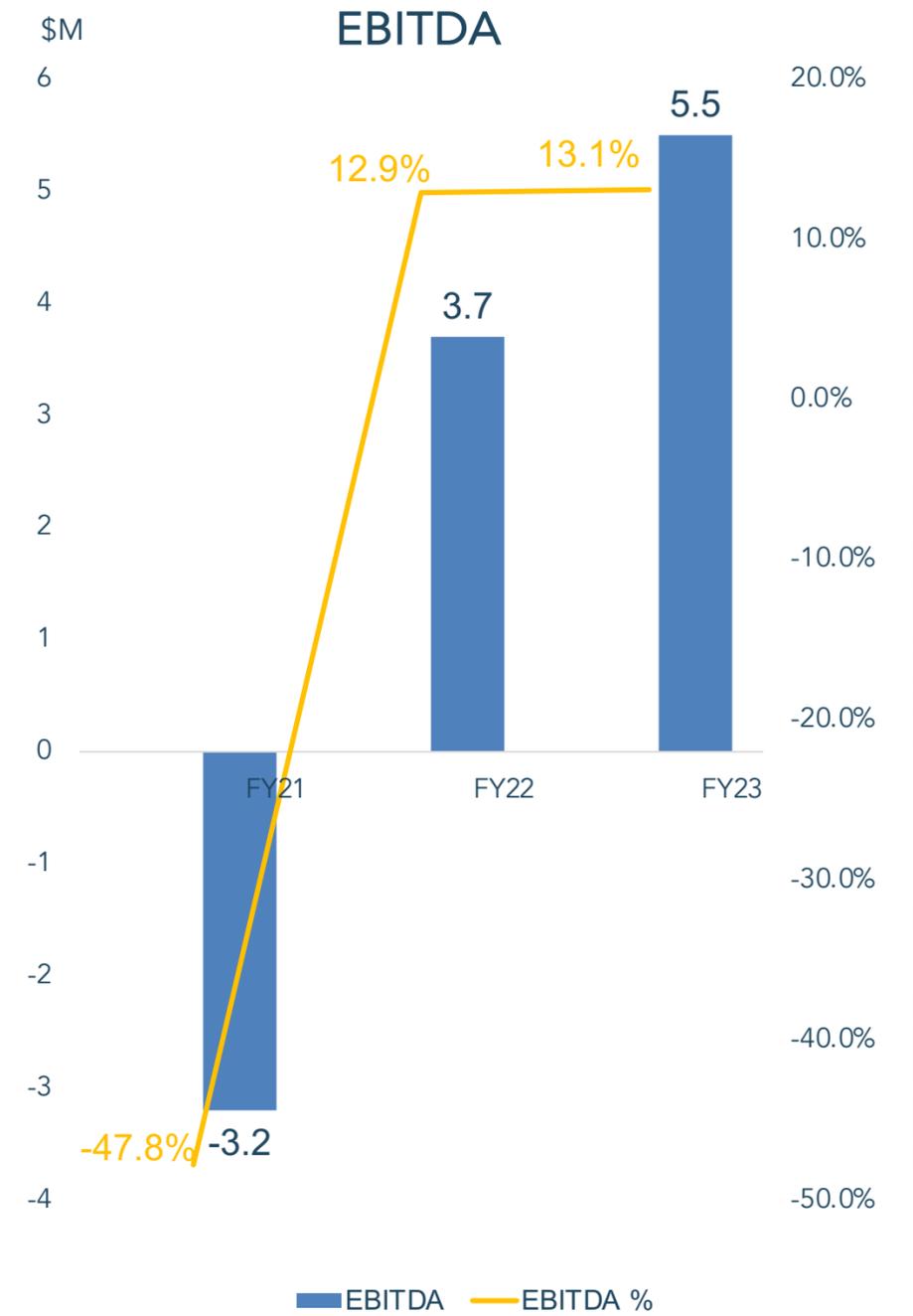
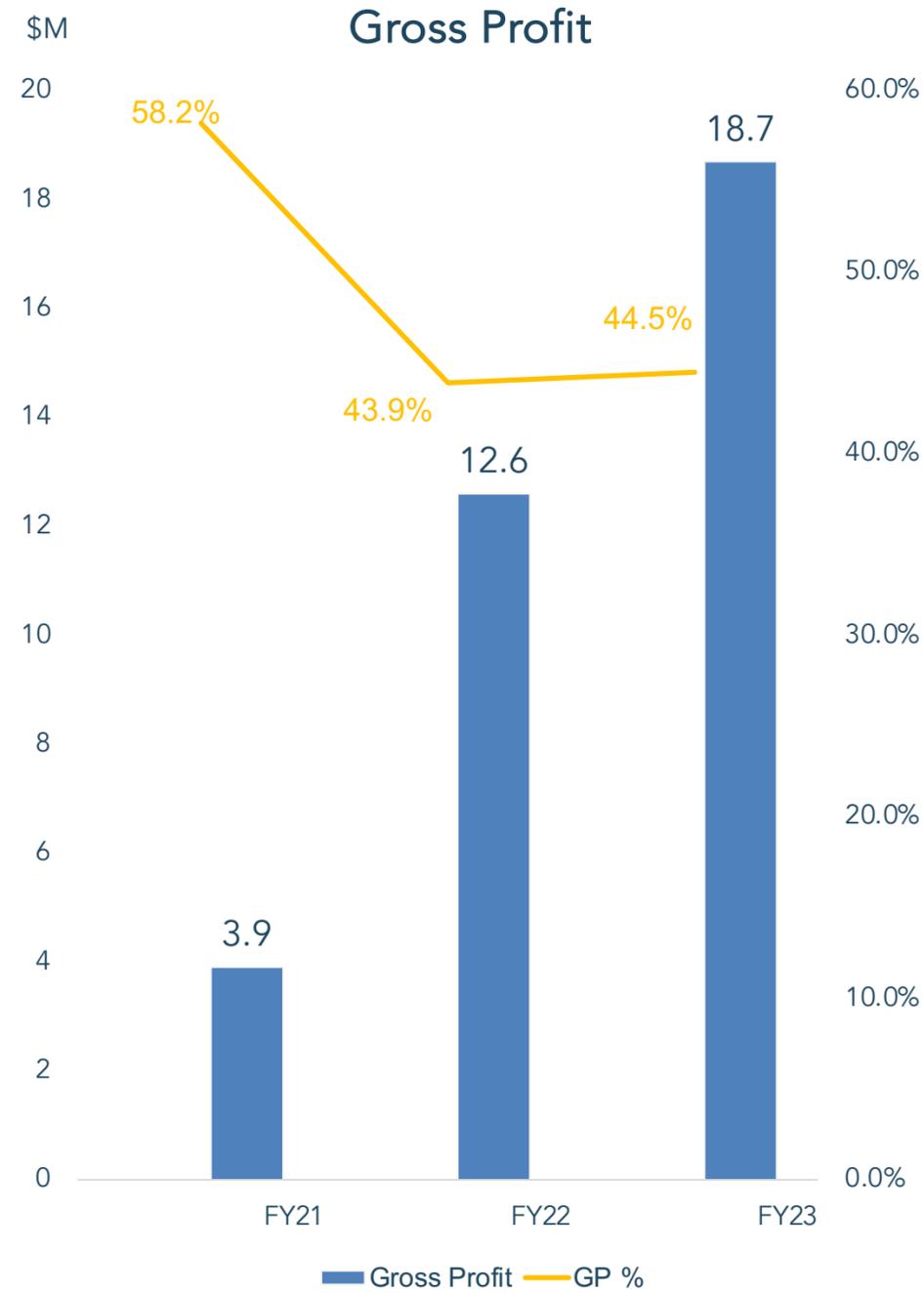
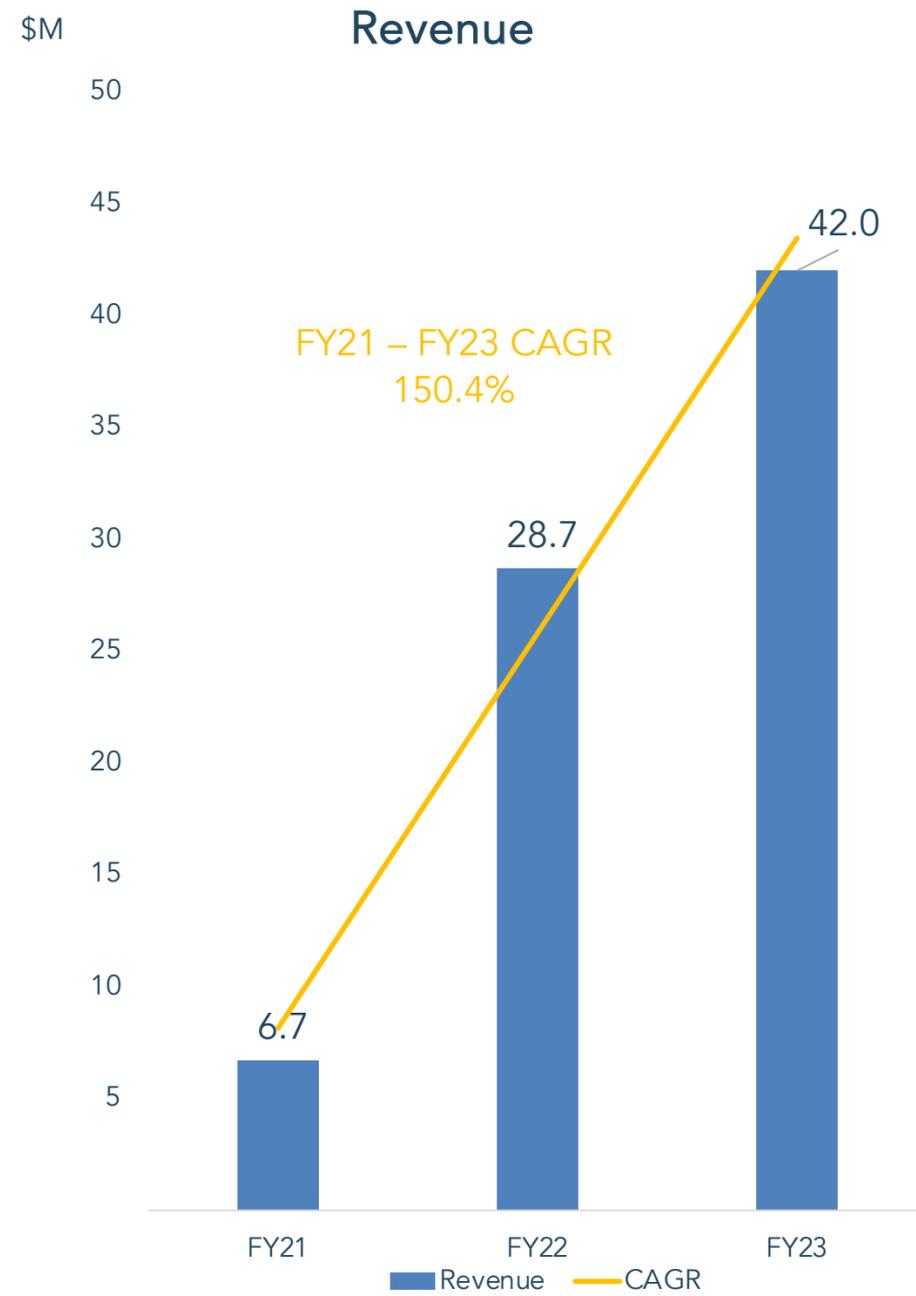


Development of roadworker and first responder safety warning systems



# FINANCIAL OVERVIEW

# FULL YEAR HISTORICAL COMPARATIVES



# PROFIT & LOSS | PRO FORMA

(\$000)	FY23A	FY22A	Var %
	Pro forma Actual	Pro forma Actual	Pro forma Actual
<b>Revenue</b>	<b>42,005</b>	<b>28,651</b>	<b>47%</b>
<b>Gross profit</b>	<b>18,730</b>	<b>12,560</b>	<b>49%</b>
Gross profit margin	<b>44.6%</b>	<b>43.8%</b>	<b>0.8%</b>
<b>Overheads</b>	<b>(13,246)</b>	<b>(8,870)</b>	<b>(49)%</b>
<b>EBITDA</b>	<b>5,484</b>	<b>3,690</b>	<b>49%</b>
EBITDA margin	<b>13.1%</b>	<b>12.9%</b>	<b>0.2%</b>
Interest income	262	-	
Finance costs	(83)	(38)	
Depreciation and amortisation	(4,687)	(3,183)	
<b>Profit/(loss) before tax</b>	<b>976</b>	<b>469</b>	
Income tax benefit/(expense)	(620)	-	
<b>Net profit/(loss) after tax</b>	<b>356</b>	<b>469</b>	
Foreign currency translation	75	19	
<b>Total comprehensive profit/(loss)</b>	<b>431</b>	<b>488</b>	

## Per comparable period (PCP)

FY23 revenue up \$13.4m, 47% driven by:

- Full year contributions from QLD mobile phone/seatbelt contract and the NSW speed contract plus additional contract services added in FY23 (contracts initially rolled out 1H FY22).
- Expansion of NSW mobile phone contract services.
- WA multi-use trial for mobile phone, speed, seatbelt and licence plate services.
- Commencement of ACT mobile phone contract and QLD trailer-based speed contract.

FY23 Gross profit margin of 44.6%, 0.8% higher pcp (FY22: 43.8%) driven by revenue mix.

FY23 EBITDA margin of 13.1%, 0.2% higher pcp (FY22: 12.9%).

FY23 NPAT down \$0.1m on FY22 after recognition of tax expense on Australian operations. USA and UK tax loss benefits of \$0.4m remain unrecognized at this time being early stage operations that are not yet profitable.

## PROFIT & LOSS | PRO FORMA

(\$000)	FY23A	FY23F	Var %
	Pro forma Actual	Pro forma IPO f'cast	Pro forma Variance
<b>Revenue</b>	<b>42,005</b>	<b>36,978</b>	<b>14%</b>
<b>Gross profit</b>	<b>18,730</b>	<b>15,899</b>	<b>18%</b>
Gross profit margin	44.6%	43.0%	1.6%
<b>Overheads</b>	<b>(13,246)</b>	<b>(12,744)</b>	<b>(4)%</b>
% of revenue	31.5%	34.5%	(3.0)%
<b>EBITDA</b>	<b>5,484</b>	<b>3,155</b>	<b>74%</b>
EBITDA margin	13.1%	8.5%	4.6%
Interest income	262	-	
Finance costs	(83)	(58)	
Depreciation and amortisation	(4,687)	(4,351)	
<b>Profit/(loss) before tax</b>	<b>976</b>	<b>(1,254)</b>	
Income tax benefit/(expense)	(620)	-	
<b>Net profit/(loss) after tax</b>	<b>356</b>	<b>(1,254)</b>	
Foreign currency translation	75	-	
<b>Total comprehensive profit/(loss)</b>	<b>431</b>	<b>(1,254)</b>	

### Comparison to IPO prospectus forecast

FY23 Pro forma actual revenue was 14% higher than FY23 IPO prospectus forecast due to:

- Earlier than expected commencement of new NSW project orders.
- The award and commencement of the ACT mobile phone contract and the QLD trailer based speed contract.
- NSW MSC Speed signage variation works.

FY23 Gross profit actual margin of 44.6% was 1.6% higher than FY23 IPO prospectus forecast of 43.0% due to the mix of additional revenues.

FY23 Overhead % of revenue of 31.5% was 3.0% lower than FY23 IPO prospectus forecast of 34.5% due the economies of scale of a larger operating base.

FY23 EBITDA actual margin of 13.1% was 4.6% higher than FY23 IPO prospectus forecast of 8.5% driven by higher than expected project margin contributions for the period and relatively lower overhead % of revenue.

# PRO FORMA | CASH FLOW STATEMENT

(\$000)	FY23	FY23	FY22
	Actual	Prospectus	Actual
EBITDA	5,484	3,155	3,690
Non-cash items in EBITDA	626	415	268
Change in working capital	(1,770)	(4,098)	356
Net finance costs	(83)	(58)	(38)
<b>Net cash (used in) / provided by operating activities</b>	<b>4,257</b>	<b>(586)</b>	<b>4,276</b>
Capital expenditure	(3,975)	(1,644)	(6,818)
Intangible expenditure	(1,400)	(965)	(426)
Term deposits	(12,000)	(12,000)	-
<b>Net cash flows (used in) / provided by investing activities</b>	<b>(17,375)</b>	<b>(14,609)</b>	<b>(7,244)</b>
<b>Net cash (outflows) / inflows before financing activities</b>	<b>(13,118)</b>	<b>(15,195)</b>	<b>(2,968)</b>
Proceeds from share issues	2	-	-
Principal repayment on lease liability	(1,288)	(1,240)	(1,157)
<b>Net cash (used in) / provided by financing activities</b>	<b>(1,286)</b>	<b>(1,240)</b>	<b>(1,157)</b>
<b>Net cash (outflows) / inflows</b>	<b>(14,404)</b>	<b>(16,435)</b>	<b>(4,125)</b>
Opening cash and cash equivalents	27,229	26,738	
Effects of exchange rate changes	(26)	-	
<b>Closing cash and cash equivalents</b>	<b>12,799</b>	<b>10,303</b>	

- FY23 positive operating cashflow of \$4.2m.
- FY23 actual operating cashflow was higher than FY23 prospectus operating cashflow due to a higher EBITDA contribution and receipt of \$2.9m unearned income.
- Non-cash items in EBITDA include share-based payments and PPE impairment.
- Capital expenditure includes contracted transportable and fixed site camera equipment used to support new contracts/ contract variations.
- Acusensus' continued investment in product development resulted in intangible expenditure outflows of \$1.4m.
- \$12.7m closing cash balance plus \$12.0m in term deposits (Total \$24.7m cash reserves) provide a solid cash position to support market and product growth initiatives.

# PRO FORMA | FINANCIAL POSITION

(\$000)	Pro forma actual @ 30-Jun-23	Pro forma historical @ 30-Jun-22
Cash and cash equivalents	11,386	13,486
Cash and cash equivalents - restricted	1,413	1,252
Trade and other receivables	8,593	3,638
Contract assets	814	607
Inventories	1,374	1,903
Term deposits	12,000	12,000
<b>Total current assets</b>	<b>35,580</b>	<b>32,886</b>
PPE	9,190	8,171
Right of use assets	2,050	2,298
Intangibles	1,517	573
Other assets	127	104
<b>Total non-current assets</b>	<b>12,884</b>	<b>11,146</b>
<b>Total assets</b>	<b>48,464</b>	<b>44,032</b>
Trade and other payables	5,430	5,939
Contract liabilities	3,020	249
Lease liabilities	1,488	1,190
Provisions	744	684
<b>Total current liabilities</b>	<b>10,682</b>	<b>8,062</b>
Contract liabilities	89	-
Lease liabilities	700	1,140
Provisions	412	199
Net deferred tax liability	357	-
<b>Total non-current liabilities</b>	<b>1,558</b>	<b>1,339</b>
<b>Total liabilities</b>	<b>12,240</b>	<b>9,401</b>
<b>Net assets</b>	<b>36,224</b>	<b>34,631</b>

- Solid cash position to support future growth - \$12.8m Cash and and \$12.0m in term deposits (Total cash reserves \$24.8m).
- Trade and other receivables of \$8.6m reflect 45 days receivables collection.
- Inventories of \$1.4m relate to camera equipment components.
- PPE of \$9.2m primarily relates to contracted transportable and fixed site camera equipment.
- Right of use assets/ lease liabilities relate to property (incl. new Melbourne head office) and speed contract motor vehicle leases.

## PROFIT & LOSS | STATUTORY

(\$000)	FY23A	FY22A	Var %
<b>Revenue</b>	<b>42,005</b>	<b>28,651</b>	<b>47%</b>
<b>Gross profit</b>	<b>18,730</b>	<b>12,560</b>	<b>49%</b>
Gross profit margin	<b>44.6%</b>	<b>43.8%</b>	<b>0.8%</b>
<b>Overheads</b>	<b>(13,647)</b>	<b>(8,177)</b>	<b>(67)%</b>
<b>EBITDA</b>	<b>5,083</b>	<b>4,383</b>	<b>16%</b>
EBITDA margin	<b>12.1%</b>	<b>15.3%</b>	<b>(3.2)%</b>
Interest income	262	-	
Finance costs	(83)	(38)	
Depreciation and amortisation	(4,687)	(3,183)	
<b>Profit/(loss) before tax</b>	<b>575</b>	<b>1,162</b>	
Income tax benefit/(expense)	(520)	264	
<b>Net profit/(loss) after tax</b>	<b>55</b>	<b>1,426</b>	
Foreign currency translation	75	20	
<b>Total comprehensive profit/(loss)</b>	<b>130</b>	<b>1,446</b>	



## REVENUE MODEL

Flexible model to cater for various contract structures to work with customers to find a solution to suit their specific requirements

An annuity-based revenue model

- **Fixed monthly fee** to provide all services needed to conduct a contract
- The revenue model is not linked to the number of offenders caught

Revenues for Acusensus are generated from a number of sources including:

- **Licence fees** – for the use of the Company's products and intellectual property
- **Sale and/or rental of hardware** – of fixed and mobile trailer camera systems
- **Deployment services** – movement of portable enforcement camera systems
- **Review fees** – for the manual review of images taken using the Company's products
- **Asset maintenance & software support fees** – for the ongoing maintenance of hardware and software support of enforcement systems



# CUSTOMERS AND GROWTH

# GROWTH STRATEGY

Acusensus' key growth priority is to continue to roll-out its distracted driver technology globally and take advantage of its first mover advantage

## ACUSENSUS INTENDS TO GROW BY:

-  Capitalising on a 'first mover advantage' to secure further market share in Australia and New Zealand
-  Expansion of the North American business
-  Expansion of the UK business
-  Expanding geographically into other international markets (e.g., Europe) through strategic relationships
-  Exploiting new revenue opportunities by enhancing existing products and developing new products
-  Providing ancillary services to allow upselling and cross selling opportunities

## TO EXECUTE THE GROWTH STRATEGY THE COMPANY WILL:

-  Invest in manufacturing further camera solution equipment to satisfy existing and anticipated demand
-  Invest in further research and development activities
-  Scale the capabilities of the sales and operations teams
-  Improve competitiveness through working capital management and certifications such as ISO9001 (quality management) and ISO27001 (information security)

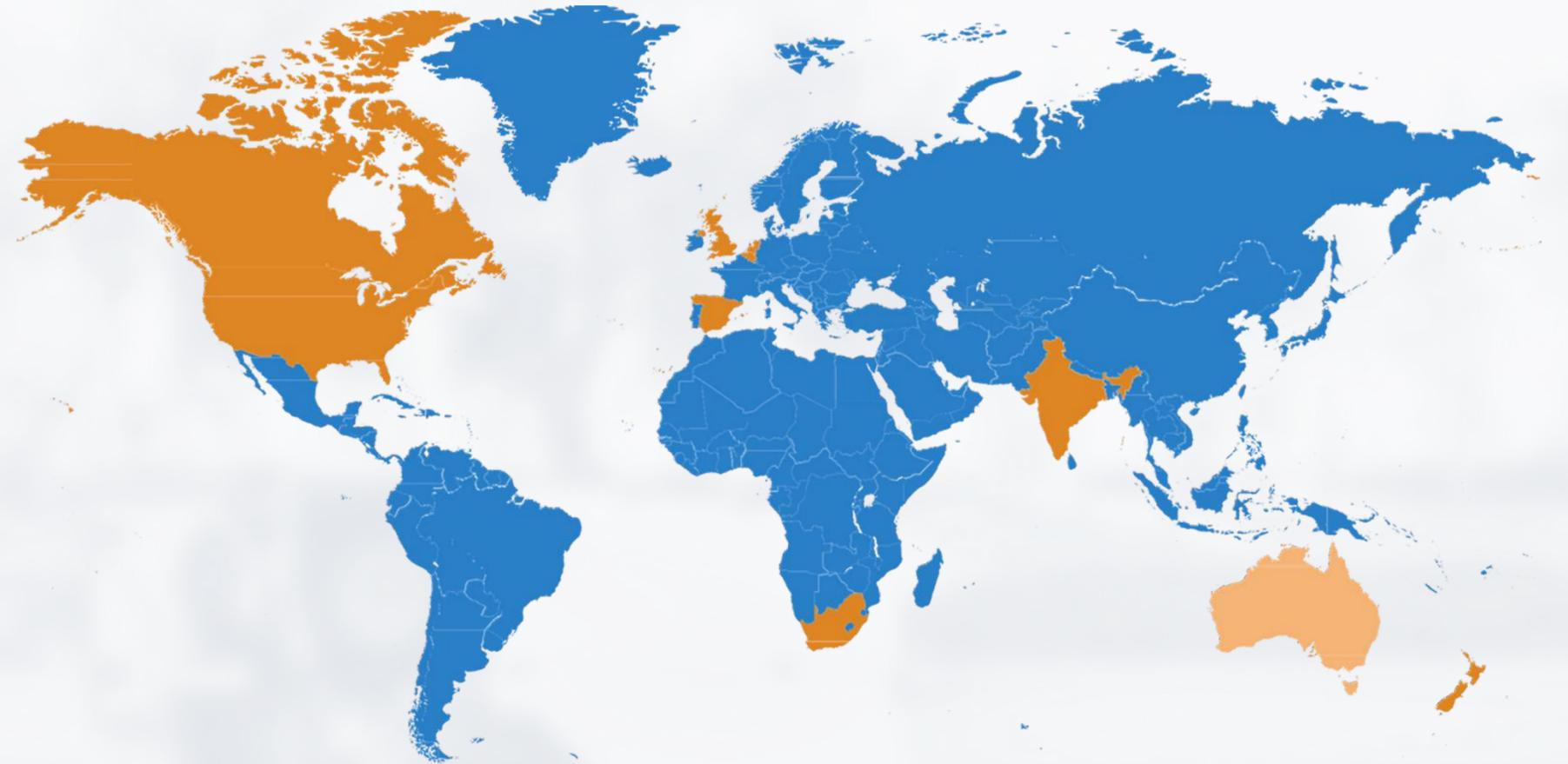
# MATERIAL CONTRACTS

Client	Service	Term of Contract	Service Commencement	Scope of Operations
Transport for NSW	Mobile Phone Enforcement Framework Contract	Project Orders can be made over a 2-year term + 1 year + 1 year. Both options exercised. Services to end by December 2025	December 2019	State-wide deployment of fixed and transportable 'Heads-Up' solutions
Transport for NSW	Mobile (vehicle based) Speed Enforcement	3-year term + 1 year + 1 year	July 2021	60 vehicles supplying 8,300 hours per month across Southern New South Wales using Acusensus Harmony camera systems
QLD Department of Transport and Main Roads	Mobile Phone & Seatbelt Enforcement Framework Contract	Project orders can be made over a 5-year term + 1 year + 1 year	July 2021	State-wide deployment of fixed and transportable Acusensus 'Heads-Up' solutions
Australian Capital Territory	Mobile Phone Enforcement	3-year term + 1 year + 1 year	February 2023	Deployment of fixed and transportable Acusensus 'Heads-Up' solutions
QLD Department of Transport and Main Roads	Mobile (trailer based) Speed Enforcement	Project orders can be made over a 5-year term + 1 year + 1 year	May 2023	Deployment of transportable Acusensus Harmony camera systems
North Carolina (USA)	Commercial Vehicle Mobile Phone & Seatbelt Enforcement	1-year term + 1 year + 1 year	July 2023	Deployment of transportable cameras using the Acusensus 'Heads-Up' Real Time enforcement solution

# PILOTS AND DEMONSTRATIONS

Acusensus has a well-developed pipeline of opportunity with pilot performance meeting expectations

COUNTRY	SERVICE
AUSTRALIA	Speed, Phone, Railway, Seatbelt, Advisory signage, Smart Motorway
NEW ZEALAND	Mobile phone, Seatbelt
INDIA	Mobile phone, Speed
SOUTH AFRICA	Mobile phone
BELGIUM	Mobile phone
NETHERLANDS	Mobile phone
USA	Mobile phone, Seatbelt
SPAIN	Mobile phone
UNITED KINGDOM	Mobile phone, Seatbelt
CANADA	Mobile phone



# MARKET OPPORTUNITY

Acusensus is experiencing increasing demand for its high-tech road safety enforcement services.  
Our market approach is focused on:

Australia & New Zealand	UK & Europe	North America
<ul style="list-style-type: none"><li>Continued expansion of existing contract services is anticipated to meet road network coverage requirements</li><li>Further state-based contract opportunities are being progressed for our road safety enforcement services</li><li>New product offerings (phone advisory and tailgating monitoring awareness product and Acusensus Guardian roadside worker protection product) will move from development to customer trial phase in FY24, creating additional growth markets for Acusensus</li></ul>	<ul style="list-style-type: none"><li>Three new enforcement trailers were supplied to the UK in July 2023 to meet increasing demand from road safety authorities</li><li>Further demand for Acusensus services in the UK is anticipated in FY24 and beyond</li><li>A tender has been re-released in Europe for a significantly larger roll out of mobile phone enforcement services, expected to commence in FY24</li><li>Acusensus anticipates the European tender will lead to other tender opportunities for mobile phone enforcement services in the region from FY25</li></ul>	<ul style="list-style-type: none"><li>North Carolina is the first state in the USA to implement a mobile phone and seatbelt enforcement program for commercial vehicles, which it is doing using Acusensus 'Heads-Up' Real Time systems</li><li>Governing legislation for these services applies mostly unilaterally across states of the USA, making it easier to scale our service offering</li><li>Other states have also made submissions for Federal funding to access Acusensus mobile phone and seatbelt enforcement services</li><li>Further growth is anticipated in this potentially large market in FY24 and beyond</li></ul>

# FY24 OUTLOOK

A significant global market opportunity exists for Acusensus' high tech road safety services

The key pillars of the growth strategy remain unchanged:

- **Market strategy:** a focus on global market opportunities for our distracted driving enforcement solution; and
- **Product strategy:** a focus on continually improving our product offering, addressing adjacent applications, and pursuing complementary technologies to meet the evolving needs of our customers.

Acusensus will deliver revenue growth in FY24 from agreements signed through FY23 and early FY24.

Acusensus expects to win contracts during FY24 in various global regions. The full impact of the revenue uplift from anticipated contracts wins in FY24 is expected to contribute from FY25 onward.

Acusensus will invest alongside or ahead of anticipated contract wins to successfully scale its operations to support these new contracts. Investment areas include business development, customer support and delivery, and equipment expenditure.



acusensus  
intelligent eyes

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