

# ASX ANNOUNCEMENT

17 April 2019

Redflex Holdings Limited | ABN 96 069 306 216

Redflex

## Q3 FY19 Sales Activity Update

Redflex Holdings Limited (**ASX:RDF**) releases to the market its Q3 FY19 Sales Activity Update.

### About Redflex

The Redflex Group has established itself as a world leader in developing and implementing intelligent traffic management products and services. Redflex develops, manufactures and operates a wide range of platformed based solutions including red light camera, speed camera, auto number plate recognition (ANPR) and school bus stop arm camera systems, all utilising advanced sensor and image capture technologies enabling active management of state and local motorways.

The Redflex Group runs its own systems engineering operations, system integration technologies and innovation centre for research and development. With our continuous development of new safety products, the Redflex Group has been helping to improve safety and alleviate congestion on roadways for more than 20 years.

Redflex Holdings Limited was listed on the Australian Securities Exchange in January 1997.

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# Redflex Holdings Limited ASX.RDF

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## Q3 FY19 Sales Activity Update

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# Q3 FY19 Sales Activity Update

## Solid Q3 with additional new business orders of \$4.9m (19% growth on prior comparative period)

- New project orders of **\$2.0m** and annuity orders of **\$2.9m**.
- Continued geographic diversity across key regions of APAC, EMEA and North America.

## Year to date confirmed new business orders of \$26.0m

- Confirmed project orders of **\$17.2m** which is **59%** higher than the prior comparative period.
- Confirmed new annuity orders of **\$8.8m**.

## New business orders in Q3 of \$2.2m in APAC region

- Three year contract for provision of fixed speed systems to South Australian police \$1.4m.
- Continued orders for number plate recognition equipment supporting car park applications.

## Expansion of existing programs in North America \$1.5m

- Expansion of existing programs across a number of states within the U.S. - Carol Stream, IL; Chesapeake, VA; Farragut, TN.

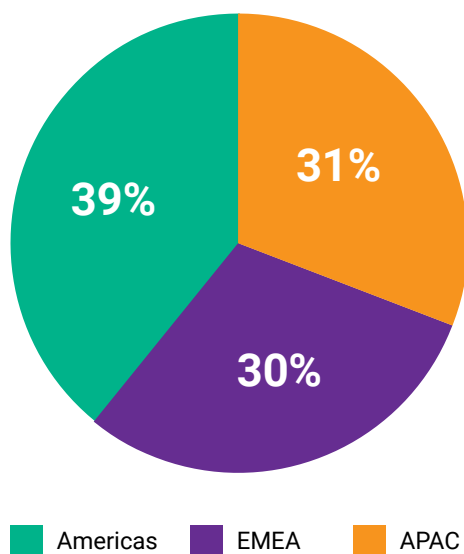
## Continued new orders in the U.K. and Europe \$1.1m

- Continued expansion of the program in Belgium with an additional order for further mobile units \$0.6m.
- Additional equipment sales and maintenance support to Highways England \$0.4m.

## 100% retention rate during the quarter – TCV \$4.5m

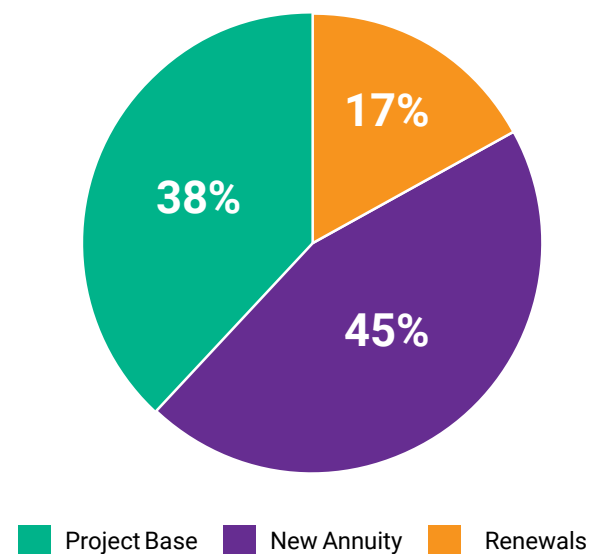
# Sales Pipeline remains strong. Rolling four quarter TCV > \$300m.

Sales Pipeline - TCV by Region



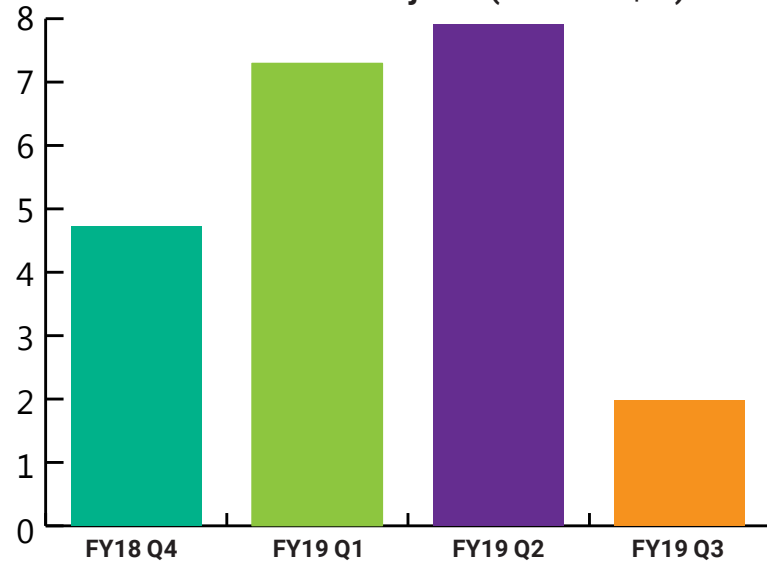
- Global Sales Pipeline with estimated close dates in the next four quarters remains in excess of \$300m.
- Focus for Q4 remains on deal closure to support revenue in FY20.
- Pipeline remains geographically diverse with opportunities in all key regions.
- Sales Pipeline value is measured as the TCV attributable to an opportunity.

Sales Pipeline - TCV by Revenue Type

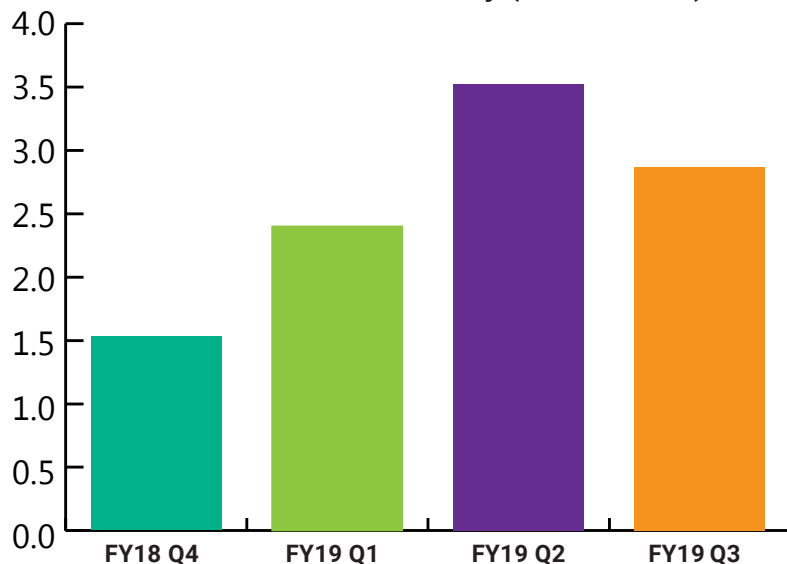


- Continued balance of sales opportunities between new projects and annuity streams.
- Renewal rates remain in line with expectations at above 90%.

**Confirmed Orders**  
**New Business - Projects (TCV\* - A\$m)**



**Confirmed Orders**  
**New Business - Annuity (TCV\* - A\$m)**



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**19% increase in total bookings compared to prior year.**

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- TCV of **\$4.9m** in confirmed sales orders received in Q3 FY19 compared to \$4.1m for the prior year comparative period
- Total orders for Q3 were partially impacted by the new year holiday period in some of our key markets. This is typical of our experience in prior years.
- The resulting decline in project orders is driven by the delayed closure of a number of International opportunities now expected to close in Q4.
- New annuity orders continue to remain strong and reflects ongoing focus in this area.

\*TCV = Total Contract Value which is the expected contracted revenue over the life of the contract.

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# Glossary

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<b>Annuity Revenue</b>	Annually recurring revenue generated by service contracts which have a term of three to five years.
<b>Project Revenue</b>	Non-recurring revenue generated by a sales order which is expected to be recognised within 18 months from the order date.
<b>Sales Pipeline</b>	Qualified sales opportunities with expected order dates within the next four quarters.
<b>Total Contract Value (TCV)</b>	The total expected revenue to be recognised over the base contract term plus priced option periods.

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# Disclaimer

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## Overview

This Presentation has been prepared by Redflex Holdings Limited (ACN 96 069 306 216) ("RDF" or "Company") and is dated on the front cover sheet.

## Summary Information

This Presentation contains summary information about the current activities of RDF as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete. This Presentation does not purport to contain all the information that an investor should consider when making an investment decision nor does it contain all the information which would be required in a disclosure document or prospectus prepared in accordance with the requirements of the Corporations Act. It should be read in conjunction with RDF's other periodic and continuous disclosure announcements lodged with the ASX, which are available at [www.asx.com.au](http://www.asx.com.au). Neither RDF nor its directors, employees or advisers give any warranties in relation to the statements and information in this Presentation.

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## Financial data

All dollar values are in Australian dollars ("A\$") unless stated otherwise.

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