

# ASX ANNOUNCEMENT

12 July 2019

Redflex Holdings Limited | ABN 96 069 306 216

Redflex

## Q4 FY19 Sales Activity Update

Redflex Holdings Limited (**ASX:RDF**) releases to the market its Q4 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 products, the Redflex Group has been helping to improve roadway safety, alleviate congestion and reduce the harmful impacts of vehicle emissions for more than 20 years.

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

For further information:

Mark J. Talbot  
Group Chief Executive Officer  
Redflex Holdings Limited  
mtalbot@redflex.com  
T +61 3 9093 3324

Neville Joyce  
SVP - Group Chief Financial Officer  
Redflex Holdings Limited  
neville.joyce@redflex.com.au  
T +61 3 9093 3324

### Redflex Holdings Limited

31 Market Street (P.O. Box 720), South Melbourne, Victoria, Australia 3205 t: +613 9093 3324

e: redflexholdingslimited@redflex.com.au

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

---

# Redflex Holdings Limited ASX.RDF

---

## Q4 FY19 Sales Activity Update

12 July 2019

Redflex<sup>90</sup>





# Q4 FY19 Sales Activity Update

## Strong finish to FY19 with additional new business orders of \$16.1m in Q4.

- New project orders of **\$8.0m** and annuity orders of **\$8.1m**.
- Project and annuity orders across the key regions of APAC, EMEA and North America.

## Full year FY19 new business orders of \$41.5m, growth of 42% on the prior year

- Confirmed project orders of **\$25.3m** which is **62%** higher than the prior comparative period.
- Confirmed new annuity orders of **\$16.2m** which is **19%** higher than the prior comparative period.

## Significant new orders in the U.K. and Europe \$8.9m

- Additional orders from the U.K. for equipment sales, installation and maintenance support \$7.8m.
- Further equipment sales to support expansion of the program in Belgium \$0.7m.

## Additional annuity orders in North America \$5.2m

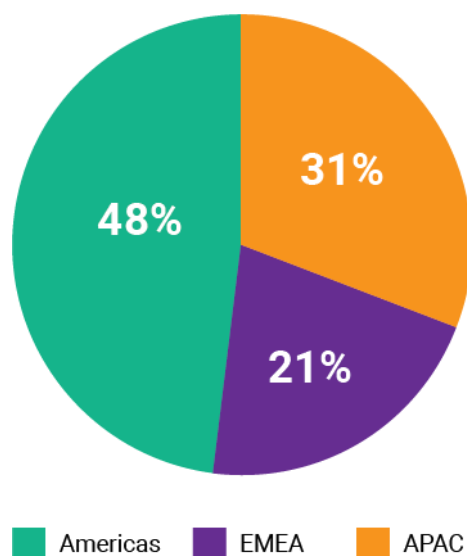
- Expansion of existing program in Salem, OR.
- New program for mobile and fixed speed in Canada.

## New business orders in APAC of \$2.0m

- Application of our ANPR solution to support Vicinity Chadstone in traffic management \$0.8m
- Additional equipment sales in South Australia and New Zealand \$0.9m.

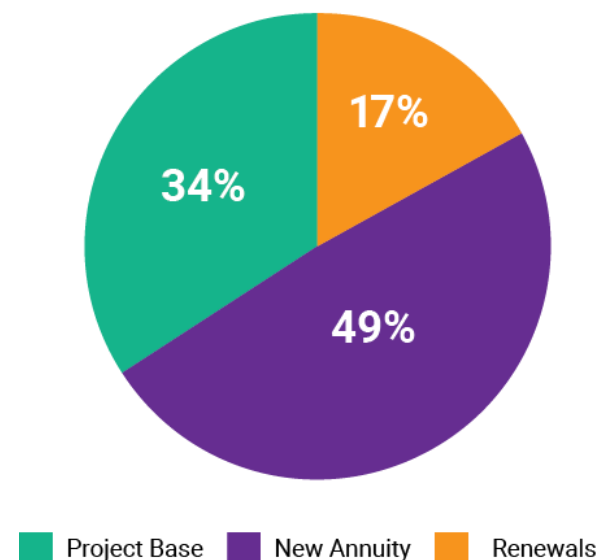
# Sales Pipeline remains strong. Rolling four quarter TCV > \$300m.

Sales Pipeline - TCV by Region



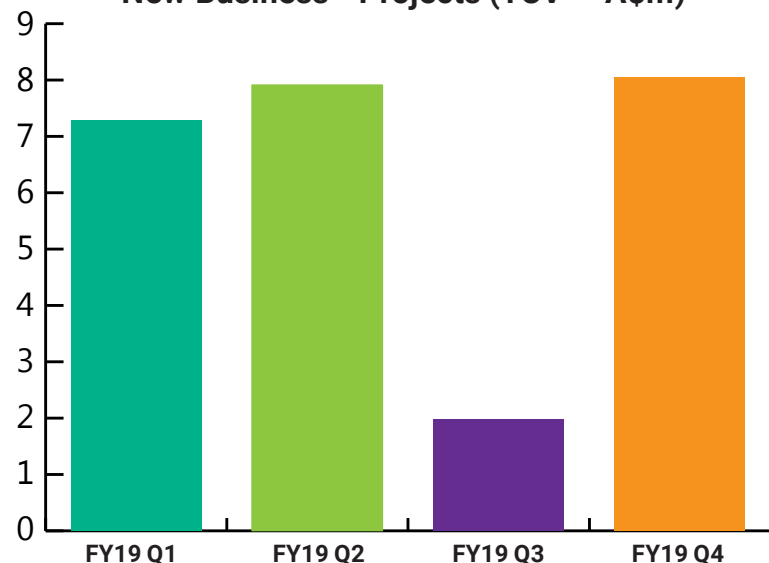
- Global Sales Pipeline with estimated close dates in the next four quarters remains in excess of \$300m.
- Conversion of pipeline opportunities remains the key focus in FY20.
- Increased proportion of opportunities in the Americas reflects the value of recent significant bids in that market.
- Sales Pipeline value is measured as the TCV attributable to an opportunity.

Sales Pipeline - TCV by Revenue Type

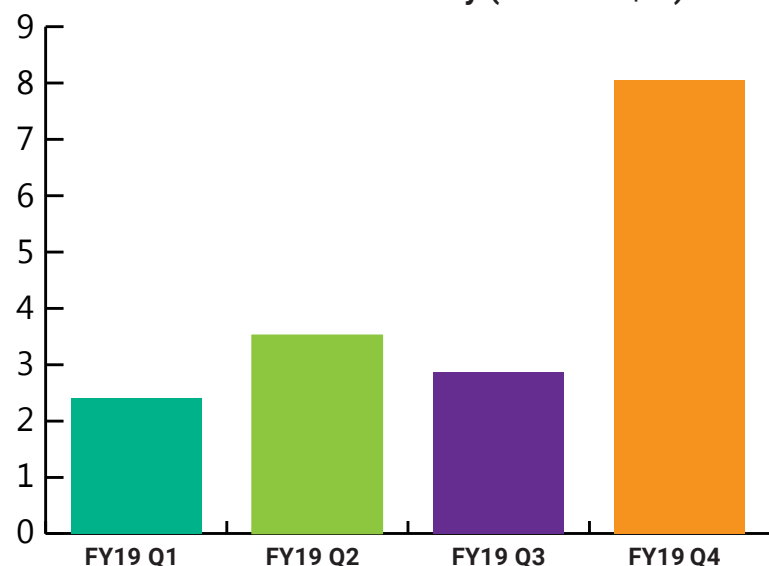


- Increased annuity opportunities reflecting the value of recent significant bids in the Americas.
- Strong focus on maintaining renewals rate at or around 100%.

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



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



**42% increase in new business orders compared to the prior financial year.**

- TCV of **\$16.1m** in confirmed new business orders received in Q4 FY19.
- TCV of **\$41.5m** in confirmed new business orders for the full year representing **42%** growth on the prior year. This represents the second consecutive year of double digit growth in new business orders.
- Strong project orders in Q4 attributable to equipment sales and installation in UK, Belgium and Australia.
- Significant annuity orders in Q4 highlighted by new customer win in Canada, program expansions in the U.S. and expanded maintenance support of new equipment installs in the U.K.

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

---

# Glossary

---

<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.

---

# Disclaimer

---

## 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.

## Not financial product advice

This Presentation is not a financial product, or investment advice or a recommendation to acquire RDF securities and has been prepared without taking into account the objectives, financial situation or needs of individuals. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs; and seek legal, taxation and financial advice appropriate to their jurisdiction and circumstances. RDF is not licensed to provide financial product advice in regard to its securities or any other financial products. Cooling off rights do not apply to the acquisition of RDF securities.

## Disclaimer

Each of RDF and its related bodies corporate and its directors, agents, officers, employees and advisors expressly disclaim to the maximum extent permitted by law, all liabilities (howsoever caused including negligence) in respect of, make no representations regarding and do not take any responsibility for, any part of this Presentation and make no representation or warranty as to the accuracy, reliability or completeness of any information, statements, opinions, conclusions or representations contained in this Presentation. In particular, this Presentation does not constitute and shall not be relied upon as a promise, representation, warranty or guarantee as to the past, present or the future performance of RDF.

## Not an offer

This Presentation is not a prospectus, product disclosure document or other offering document under Australian law (and will not be lodged with ASIC) or any other law. This Presentation is for information purposes only and should not be considered as an offer or an invitation to acquire shares in RDF or any other financial products and neither this document nor any of its contents will form the basis of any contract or commitment.

## Financial data

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

## Past and future performance

Past performance information is given for illustrative purposes only and is not, and should not be relied upon as, an indication of future performance. This Presentation may also contain certain forward-looking statements with respect to the financial condition, results of operations, projects, contracts and business of RDF and certain plans and objectives of the management of RDF. These forward-looking statements involve known and unknown risks, uncertainties and other factors which are subject to change without notice. Forward-looking statements are provided as a general guide only and there can be no assurance that actual outcomes will not differ materially from these statements. Neither RDF nor any other person gives any representation, warranty, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statement will actually occur. In particular, such forward-looking statements are subject to significant uncertainties and contingencies, many of which are outside the control of RDF. Further, none of RDF, its officers, agents or employees, except to the extent permitted by law, accept responsibility for any loss, claim, damages, costs or expenses arising out of or in connection with the information contained in this Presentation. Investors should independently satisfy themselves as to the accuracy of all information contained herein.

Except as required by law or regulation (including the ASX Listing Rules), RDF accepts no obligation to provide any additional or updated information whether as a result of new information, future events or results or otherwise. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements.

Redflex<sup>9</sup>

