

Q1 FY21 Sales Activity Update

Redflex Holdings Limited (**ASX:RDF**) releases to the market its Q1 FY21 Sales Activity Update.

Redflex has started the new financial year strongly receiving new business orders totaling \$19.6m of which \$14.7m is in annual recurring revenue ("**ARR**") contracts to be booked over contract life and \$4.9m in project income to be booked this year. In addition, the Company had \$8.5m of renewals in the quarter.

As a result of new wins and renewals over the quarter:

- Calculated value ("**TCV**") of projected revenue from the contracted customer base has grown by \$1.9m to \$324m.
- New project sales of \$4.9m to be booked in FY21 which is consistent with previous years when annualized.

(A\$m)	FY18	FY19	FY20	Q1 FY21
ARR Contracts	13.6	16.9	138.3	14.7
Projects	15.6	25.2	19.9	4.9
New TCV won	29.2	42.1	158.2	19.6
TCV	167.2	184.0	322.0	323.9

New contracts won during the quarter include:

\$14.7m in ARR contracts

- Continued expansion of the speed program in Ontario, Canada, with additional municipalities in Brampton, Hamilton and York implementing significant programs (\$13.5m). These programs are expected to be operating during Q2 and generate recurring revenue including extension periods to 2029; and
- Expansion of an existing program in Fremont, California as part of the renewal process for a further five years (\$1.1m).

\$4.9m in New Business Projects

- New equipment sales to Queensland Police Service (\$2.1m) for point to point enforcement on the Gateway Motorway and fixed speed enforcement using Halo systems at a number of sites throughout the State;
- Additional equipment sales to Saudi Arabia (\$0.6m) supporting the existing program in that jurisdiction; and
- New equipment sales and upgrades in New Zealand, Northern Territory, Western Australia and Victoria.

It is anticipated that the new project orders will be fully delivered in the current financial year.

Group Chief Executive Officer, Mark Talbot commented:

"Our results during Q1 continued the momentum generated over the past year in terms of sales conversion. Pleasingly, we have seen the continued expansion of the speed program implemented in Ontario, Canada. Our rolling 12-month qualified sales pipeline remains in excess of \$300m with new pipeline opportunities more than replacing the wins. We are confident in further pipeline conversion during Q2."

Redflex Holdings Limited

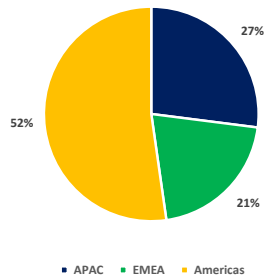
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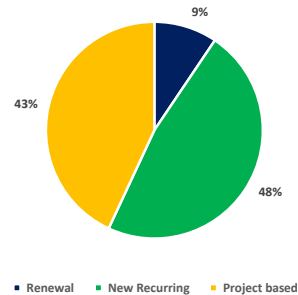
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Sales Opportunity Pipeline - Total Contract Value by Region



Sales Opportunity Pipeline - Total Contract Value by Revenue Type



About Redflex

During the past 25 years, Redflex has established itself as a world leader in developing and implementing intelligent traffic management products and services which are sold and managed in Asia Pacific, North America, United Kingdom, Europe and Middle East regions. Redflex develops, manufactures and operates a wide range of platform-based solutions 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 a continuous program of product development, Redflex has been helping to improve roadway safety, alleviate congestion and reduce the harmful impacts of vehicle emissions.

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

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