



## **ASX ANNOUNCEMENT**

**13 May 2015**

### **MARKET UPDATE**

The Directors of Saferoads Holdings Limited (**ASX: SRH**) provide the following market update.

Following a traditionally quiet trading period at the start of the calendar year, the Company has progressed a number of initiatives in the current half to rebuild sales. It is pleasing to report that the Company has an improving forward order book and has, in particular, secured another significant order for its precast concrete temporary barrier solution (T-LOK) with an existing customer in Western Australia.

Our barrier rental business has picked up in the current half, following the introduction of the Ironman Hybrid temporary steel and concrete safety barrier solution late last year and customer feedback has been very positive.

Our Public Lighting business continues to grow its Victorian market share and has now expanded into other States through strategic alliances, with an initial order received for a potentially sizeable ongoing project.

The introduction of new products is also leading to new sales opportunities. We have secured our first orders for our new portable rumble-strip solution for work zones in New South Wales and have just launched our proprietary flexible signage solution, targeted at local government customers.

This increasing order book across the majority of our product range is underpinning the guidance given at the last Annual General Meeting, that the Company is, at this stage, still anticipated to achieve a positive EBIT for the current financial year, a major achievement in the transformation of the business back into sustainable profits.

#### **Enquiries/Additional Information:**

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### **ABOUT SAFEROADS**

Saferoads is a company listed on the Australian Stock Exchange (ASX: SRH), specialising in providing innovative road safety solutions. Headquartered in Drouin, Victoria, and with representation across Australia and New Zealand, the company provides State Government Departments, local councils and road construction and equipment hire companies with a broad range of products and services designed to direct, protect, inform and illuminate all road users.

**SAFEROADS HOLDINGS LTD. ABN 81 116 668 538**

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