


# Strong KMH Performance & SSH Safety Rebrand as “OCULA”

## Market Update

KMH Highlights – Strong EBITDA Growth	New Brand Launch – SSH Safety Rebrand
<p><b>48%</b></p> <p>EBITDA to Revenue % for first 18 months post-acquisition</p>	

### KMH continues to deliver strong EBITDA growth\*\*

- ▶ EBITDA of \$4.7m which equates to a 31.4% return on the acquisition price over the 18-month period since acquisition.
- ▶ 48% EBITDA to revenue over the 18-month period.

### Significant revenue growth in KMH on initial 6-month PCP\*\*

Period	Jun 22 – Nov 22	Jun 23 – Nov 23	Variance
Revenue	\$3,151,444	\$4,013,869	27% Growth

*\*\* Results noted above are taken from unaudited management accounts from 1 June 2022 to 30 November 2023 and cross financial reporting periods.*

### “SSH Group Safety” transitions to new brand “OCULA.”

- ▶ SSH Group has finished its final phase of decentralising the brands across the portfolio with the launch of “OCULA” on the 15<sup>th</sup> of January 2024, to replace “SSH Group Safety.”

## Market Update

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### KMH PERFORMANCE

SSH Group Ltd. (ASX:SSH) (**Company** or **SSH**) is pleased to provide the market with an update on the strong trading performance of KMH in the 18 months post-acquisition, and the Brand launch of Ocula (Security and Emergency Services) to complete the evolution of all of the SSH Group companies to stand alone operating entities under the SSH umbrella. Significant synergies exist between the SSH brands and exploiting these synergies remains a primary objective of the group whilst each entity within the group is being managed as a self-sustaining business.

In the first 18 months post-acquisition (1 June 2022 to 30 November 2023), the strong performance of the KMH business has accelerated SSH Group's growth into the truck and machinery hire market, whilst introducing new service offerings in Transport & Logistics. The KMH acquisition in conjunction with the startup of Tru Fleet (Our Transport Fleet Hire Division), has assisted to transition the SSH Group into a higher margin yielding business.

KMH continued to generate strong EBITDA during the first 18 months under operational control of the SSH Group and has contributed \$4.7m of unaudited EBITDA. This is a solid EBITDA return (for the 18-month period) of 31.4% on the acquisition price (refer ASX announcement 20 April 2022). This EBITDA generated by the KMH assets portfolio represents a 48% EBITDA return over the revenue generated for the 18 month period to December 31<sup>st</sup> 2023.

KMH has produced positive returns from its operations and the SSH Group envisions further investment in growing its holistic operations across:

- Truck and Machinery Hire
- Transport and Logistics and
- Equipment Maintenance

### SSH SAFETY NOW RE-BRANDED TO “OCULA”

As a pivotal step in the SSH Group's strategic rebranding and decentralisation initiative, the conclusive unveiling of our new brand marks a significant milestone. On January 15, 2024, "SSH Group Safety" officially transitioned to "OCULA" for its Security and Emergency Services division. This move aligns with our commitment to decentralise operational business units from the overarching SSH Group corporate umbrella. The positive reception from both clients and staff affirms the success of our rebranding efforts, bringing the SSH Group's brand decentralisation journey to a close.



SSH Group looks forward to providing the market with further updates on the Group’s other wholly owned subsidiaries Tru Fleet and Bridge Resources, and also our 49% partnership with Four Hills Group Pty Ltd, which operates in the market as Four Hills Services.

## Authorisation

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This release has been authorised in accordance with the Company’s published continuous disclosure policy and approved for release by the Board of SSH Group Ltd.

## About SSH Group

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SSH Group Ltd is an industrial company that has a portfolio of businesses, focused on service delivery to industries reliant on outsourced resourcing.

SSH Group Ltd builds and acquires quality businesses that are scalable and demonstrate a strong potential for high return on investment.

SSH Group Ltd is committed to improving outcomes for Australian projects and communities.

### Caution Regarding Forward Looking Statements

This announcement may contain forward looking statements which involve a number of risks and uncertainties. Forward-looking statements are expressed in good faith and are believed to have a reasonable basis. These statements reflect current expectations, intentions or strategies regarding the future and assumptions based on currently available information.

Should one or more risks or uncertainties materialise, or should underlying assumptions prove incorrect, actual results may vary from the expectations, intentions and strategies described in this announcement. The forward- looking statements are made as at the date of this announcement and the Company disclaims any intent or obligation to update publicly such forward looking statements, whether as the result of new information, future events or results, or otherwise.

## Strong KMH Performance & SSH Safety Rebranded as “OCULA”

Date: 25<sup>th</sup> January 2024



## Further Details

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### ASX Market Data

[www2.asx.com.au/markets/company/ssh](http://www2.asx.com.au/markets/company/ssh)

### Investor Portal

[www.sshgroup.com.au/investors-media](http://www.sshgroup.com.au/investors-media)

### Registered Office

SSH Group Ltd  
Level 3,  
88 William Street,  
Perth Western Australia 6000  
9:00am - 5:00pm (WST)  
Monday to Friday

### Post

Company Secretary  
[cosec@sshgroup.com.au](mailto:cosec@sshgroup.com.au)  
SSH Group Ltd

PO Box 189  
WELSHPOOL DC 6986