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Shark Mitigation Systems Accelerates SAMS™ Visual Technology Rollout with Boardlams

4th July 2017 – Australian marine technology company Shark Mitigation Systems Limited (ASX: SM8) ('Shark Mitigation Systems' or 'the Company') is pleased to announce a manufacturing license agreement with Southern Californian production company, Boardlams. The agreement will accelerate the roll-out of Shark Mitigation Systems' visual technology, SAMS™, into the sizeable US water sports market.

Boardlams has perfected the printing of images onto specialist materials used in the manufacturing process of watercraft, such as surfboards. This includes printing onto rice paper and fibreglass cloth for incorporation into new water craft, and to vinyl stickers for new and used applications.

The manufacturing license agreement will see Shark Mitigation Systems' SAMS™ visual technology sold into the US market using Boardlams' highly respected product and long- standing reputation globally.

Boardlams boasts a number of high-profile brands as its clients, producing quality graphics for customers including Channel Islands Surfboards, Lost Surfboards by Mayhem, and Rusty Surfboards.

An estimated 200,000 new surfboards are produced each year in the US, and many more times that circulating in used surfboards. The product also has direct application to the 6 million body board participants (APB, 2017), and the fast growing stand up paddling (SUP) industry, which contributes more than 2.8 million participants each year in the US alone (Outdoor Foundation, 2015).

Shark Mitigation Systems Co-Founder, Craig Anderson: "We are very excited to have partnered with the team at Boardlams as we aim to drive sales of SAMS™ visual technology products to business and retail consumers globally.

With an estimated 1.75 million surfers in the US alone, and more than 20 million surfers world-wide, plus applications in other water sports such as body boarding and stand up paddling, we look forward to seeing our visual technology applied to the various products of globally recognised brands."

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The Company's business model for watercraft applications operates around the licensing of SAMST[™] visual technology direct to both manufacturers and retail consumers for the supply of fiberglass inlays and stickers. The Boardlams arrangement will also provide the Company with the opportunity to undertake wholesale distribution to the estimated 2,000 retail surf shops across the US, and global online consumer direct sales.

Ends.

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About Shark Mitigation Systems

Shark Mitigation Systems Limited (ASX:SM8) is an Australian marine technology company that has developed and commercialised award-winning patented products to mitigate the risk of shark attacks. Shark Mitigation Systems product portfolio includes SAMST[™] [Shark Attack Mitigation Systems] Visual Deterrent Technology which is applied to wetsuits and watersport products to reduce the chance of shark attacks. Clever Buoy[™] is a marine monitoring platform that contains a shark detection and response system that autonomously identifies large sharks from other species and sends warning signals to shore for human intervention response. Seabin is the revolutionary ocean plastics cleaning device that catches floating rubbish, oil, fuel and detergents and makes oceans cleaner. Shark Mitigation Systems products can be deployed across oceans globally and the Company is committed to pursuing international commercialisation. To learn more please visit: www.sharkmitigation.com

About Boardlams

Boardlams is a US based company dedicated to providing superior service and cutting-edge products and solutions for composite product builders and riders. Boardlams takes product customisation to the next level by offering custom graphics delivered on surfaces including fiberglass, rice paper, stickers for products including surfboards, skim boards, paddles boats and more. To learn more please visit: www.boardlams.com

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