

Companies Announcements Office
Australian Securities Exchange
Electronic Lodgement

Shark Mitigation Systems Opens Direct to Market Supply Chain To Further Accelerate SAMS Visual Technology Roll-Out

29th August 2017 – Australian marine technology company Shark Mitigation Systems Limited (ASX:SM8) ('Shark Mitigation Systems' or 'the Company') is pleased to announce the global launch of a direct-to-market supply chain for its SAMS shark deterrent technology.

Water users are actively seeking affordable solutions to mitigate the risk of a negative shark interaction. SAMS visual technology is now commercially available for application to the new and used surf craft for over 28 million surfers, bodyboarders and stand up paddle boarders worldwide.

Marine grade vinyl stickers using Shark Mitigation System's patented SAMS technology are now available in major retail surf outlets for surfboards, bodyboards and stand up paddle boards. The Company is currently fulfilling initial pre-sale orders and accelerating production to meet expected demand for in-store products to over 200 retail surf stores in California. Fibreglass inlays will also be available in-store and customers will be able to purchase the SAMS product for incorporation into new surf craft made by their selected manufacturer.

Following the immediate summer rollout in California, Shark Mitigation Systems will focus on the forthcoming spring in Australia, which is historically the peak period of shark incidents in the Oceania region.

In the coming weeks, Shark Mitigation Systems will also launch a global online store in which customers can directly purchase the Company's products.,

Shark Mitigation Systems General Manager, Simon O'Sullivan:

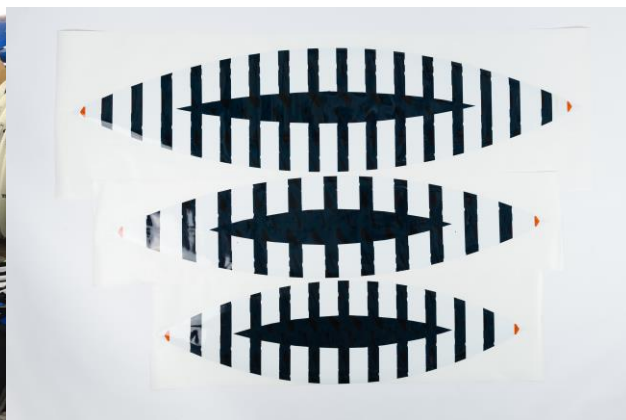
"We are very excited to be able to provide a direct-to-market option for our SAMS technology. With an estimated global market of more than 20 million surfers, 6 million body boarders and the expanding segment of nearly 3 million stand up paddlers, the opportunity for a low-cost application to potentially reduce the chance of a negative shark interaction is enormous."

"We have received strong interest for the product from those areas that have seen an increase in shark activity, particularly California, Florida, Hawaii and Australia."

"As well as getting SAMS products into stores in California, the Company has also commenced an integrated online marketing campaign to assist in driving global sales for the Company's in-store and e-commerce strategy."

Shark Mitigation Systems Limited ASX:SM8
Level 1, 31 Cliff Street, Fremantle WA 6160
ABN: 77 149 970 445
E: investors@sharkmitigation.com
P: +61 1300 524 392

www.sharkmitigation.com



Ends.

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 SAMS [Shark Attack Mitigation Systems], Clever Buoy™ and Seabin. SAMS is a Visual Deterrent Technology that is applied to wetsuits and watersport products to reduce the chance of shark attacks. Clever Buoy™ is a marine monitoring platform that autonomously distinguishes large sharks from other species and sends warning signals to shore for human intervention response. Seabin is a 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

For further information please contact:

Mr David McArthur
Company Secretary
Shark Mitigation Systems Ltd
Tel: 1300 524 392

Julia Maguire

Director
The Capital Network
julia@thecapitalnetwork.com.au
Tel: +61 419 815 386

Shark Mitigation Systems Limited ASX:SM8
Level 1, 31 Cliff Street, Fremantle WA 6160
ABN: 77 149 970 445

E: investors@sharkmitigation.com

P: +61 1300 524 392

www.sharkmitigation.com