



ASX ANNOUNCEMENT

31 August 2016

West Australian Newspaper Article

Reference is made to an Article in today's West Australian newspaper in relation to the Company's Clever Buoy technology.

The Company can confirm that it has held initial meetings with local and state government representatives to explain Clever Buoy and its technology in an attempt to commence the commercial deployments of the Clever Buoy.

Meetings have been held with similar instrumentalities and other interested parties in the Eastern States and potential overseas markets for the Company's Clever Buoy technology.

No firm indication has been received by the Company, either verbally or in writing, from any government instrumentality in relation to these discussions re the deployment of the Clever Buoy technology.

The Company has no clear visibility on the government processes for making such a decision in relation to Clever Buoy.

If an agreement is reached for the deployment of Clever Buoy with local or state government, or any of a number of other interested parties, the Company will make an appropriate announcement to the market.

About Shark Mitigation Systems

Shark Mitigation Systems is an Australian marine technology company using leading scientific research to protect the many millions of people who visit the beach every year. SMS has developed a visual deterrent technology as well as a shark detection device, both of which are non-invasive and cause no harm to sharks. The company intends to develop and commercialise these technologies, as well as establish a pipeline of further innovative marine technology. SMS was incorporated in 2012 and since its establishment has partnerships with a number of leading organisations such as Optus, Google, Arena and the University of Western Australia. The Company listed on the ASX in May 2016.

www.sharkmitigation.com

For further information please contact:

David Ikin
Professional Public Relations
david.ikin@ppr.com.au
Phone: +61 8 9388 0944

Alan Lawson
Director
Alto Capital
Alan@altocapital.com.au
Phone: +61 8 9223 9878

Craig Anderson
Co-Founder and Director
enquiry@sharkmitigation.com
Phone: +61 1300 524 392