



ASX ANNOUNCEMENT

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Surfing legend Taj Burrow partners with Shark Mitigation Systems

Shark Mitigation Systems (ASX: SM8) is pleased to announce that surfing legend Taj Burrow has signed on as an ambassador for the company to assist in building awareness for its world-leading shark detection and deterrent technologies.

With his professional surfing career drawing to a close at the conclusion of the Fiji Pro next week, Taj will work with Shark Mitigation systems, bringing his passion for the ocean and the utilisation of modern technology to protect water users and enhance their experience in the ocean.

Shark Mitigation Systems, in conjunction with The University of Western Australia, has developed scientifically defined patterns which can be applied on a variety of applications, including wetsuits and surf craft, to disrupt sharks' visual perception, reducing the risk of attack.

The company is also commercialising a near shore shark detection system, Clever Buoy, following a successful trial at Bondi Beach that utilises sonar and newly developed software to detect shark-like movement and warn nearby beachgoers.

Taj Burrow commented: "I am extremely excited to get involved with a company that is committed to keeping surfers and swimmers safe. My interest has been fueled by Shark Mitigation Systems' scientific and ethical approach to developing technologies that improve methods to mitigate the chance of a shark attack.

"The company's technologies use modern science to help protect marine life, while at the same time make the ocean safer for surfers and other beach users, and that's got to be great news for all water users."

SM8 Co-founder Craig Anderson said: "We are delighted to welcome Taj as part of Shark Mitigation Systems as an ambassador. As a surfing legend, Taj knows better than anyone the risks of competing in and appreciating the ocean, and the importance of sharing the ocean with its natural inhabitants.

"Shark Mitigation Systems is focused on the creation of innovative solutions to reduce shark attack incidents by using state of the art technology. Millions of people globally enjoy the beach and the ocean every year, and our aim is to keep them safer through the use of clever technology."

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

About Taj Burrow

Taj Burrow is a high-profile Australian surfer who has been awarded runner-up of the Association of Surfing Professionals (ASP) World Champion in 1999 and 2007. A surfing icon, he has won championships at 12 major ASP surfing titles at iconic events, such as the Rip Curl Pro at Bells Beach, the Billabong Pipeline Masters in Hawaii and the Quiksilver Pro on the Gold Coast. Taj qualified for the ASP World Tour at age 18, making him the youngest surfer to do so at the time, but declined the offer to spend another year honing his skills away from the high-pressure environment. He qualified again the following year and joined the World Tour circuit, being awarded the 1998 Rookie of the Year. Over his 19-year career he has notched wins against the likes of 11-times World Champion Kelly Slater and current World Surf League champion Adriano De Souza.

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