

ASX ANNOUNCEMENT

25 October 2017

Redflex Holdings Limited | ABN 96 069 306 216

Redflex

2017 AGM Presentations

Attached is the Chairman's Address and the Group Chief Executive Officer's Presentation that will be made at the Redflex Holdings Limited Annual General Meeting being held today, Wednesday 25 October 2017, at 1:00pm in the offices of Baker & McKenzie, Level 19, 181 William Street, Melbourne, Victoria, 3000, Australia.

About Redflex

The Redflex Group has established itself as a world leader in traffic enforcement products and services, developing world leading enforcement camera technology and owning and operating one of the largest networks of digital speed and red-light cameras in the world. Redflex develops and manufactures a wide range of digital photo enforcement solutions including red light camera, speed camera and school bus stop arm camera systems all utilising the most advanced sensor and image capture technologies.

The Redflex Group runs its own systems engineering operations, system integration technologies and innovation centre for research and development. With our continuous development of new safety products, the Redflex Group has been helping to reduce collisions and to save lives for more than 20 years.

Redflex Holdings Limited was listed on the Australian Securities Exchange in January 1997.

For further information:

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Redflex Holdings Limited

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Redflex Holdings Limited ASX.RDF

AGM – Chairman's Address

25 October 2017

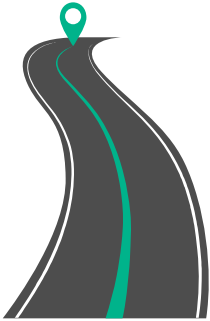




Making a Safer World

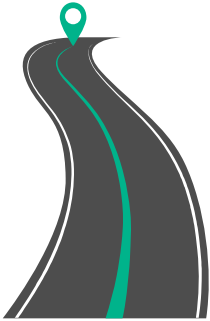
Through our leading-edge technology,
end-to-end solutions and strong
partnerships with our customer base





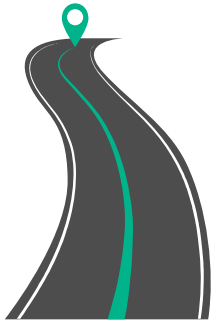
Key Themes

- 1) Clearing the past
- 2) FY17 financial result – an inflection point
- 3) Change in leadership
- 4) The path ahead



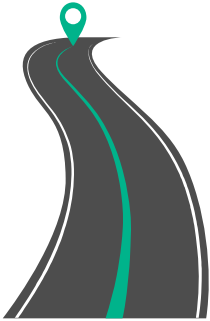
Clearing the past

- ✓ Resolved US legal matters
- ✓ Invested in short-term resources to address issues with important customers
- ✓ Refreshed both our front-end and back-end technology
- ✓ Developed robust sales pipeline and signed key new contracts in priority markets
- ✓ Cleaned-up legacy issues on the balance sheet



The FY17 financial result

AU\$ Millions	FY15	FY16	FY17
Reported EBITDA	18.5	25.6	10.7
<u>QoE Adjustments</u>			
Discontinued Middle East Contract	(2.0)	(2.4)	(1.0)
Extraordinary Legal	2.3	1.9	2.0
Special Projects			0.6
Occupancy & Other Savings			0.7
People-Related Actions			4.3
Total "Normalization"	0.3	(0.5)	6.6
Adjusted EBITDA	18.8	25.1	17.3

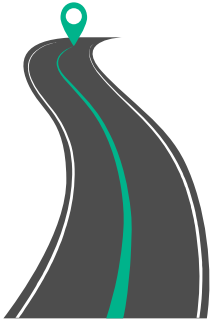


Change in leadership

Change of leadership to drive transformation:

- Mark Talbot commenced 21 August 2017
- Extensive knowledge of the industry
- Professional sales focus and customer approach
- Experience across all relevant geographies





The path ahead

In closing...

- 1) Previous difficult chapter now closed
- 2) Focussed to move forward unencumbered
- 3) New sales-focussed leadership
- 4) Targeted product development investment
- 5) Clear and actionable initiatives to...

Save lives by helping to change accident-prone behaviour, to improve motor vehicle management and to enhance public security.





Redflex Holdings Limited ASX.RDF AGM – Group CEO's Presentation FY2018 Strategic Focus

25 October 2017



Who we are

- ASX Listed Company – RDF.AX
- 20+ year history of providing solutions to road safety market
- ~550 Employees
- Systems deployed in 21 countries
- Operating offices in Melbourne, Australia, Phoenix, United States and Southampton, United Kingdom
- Over 130 customers globally
- Over 3,250 systems deployed globally
- Full service provider of automated traffic enforcement and road safety solutions



Redflex Melbourne Office

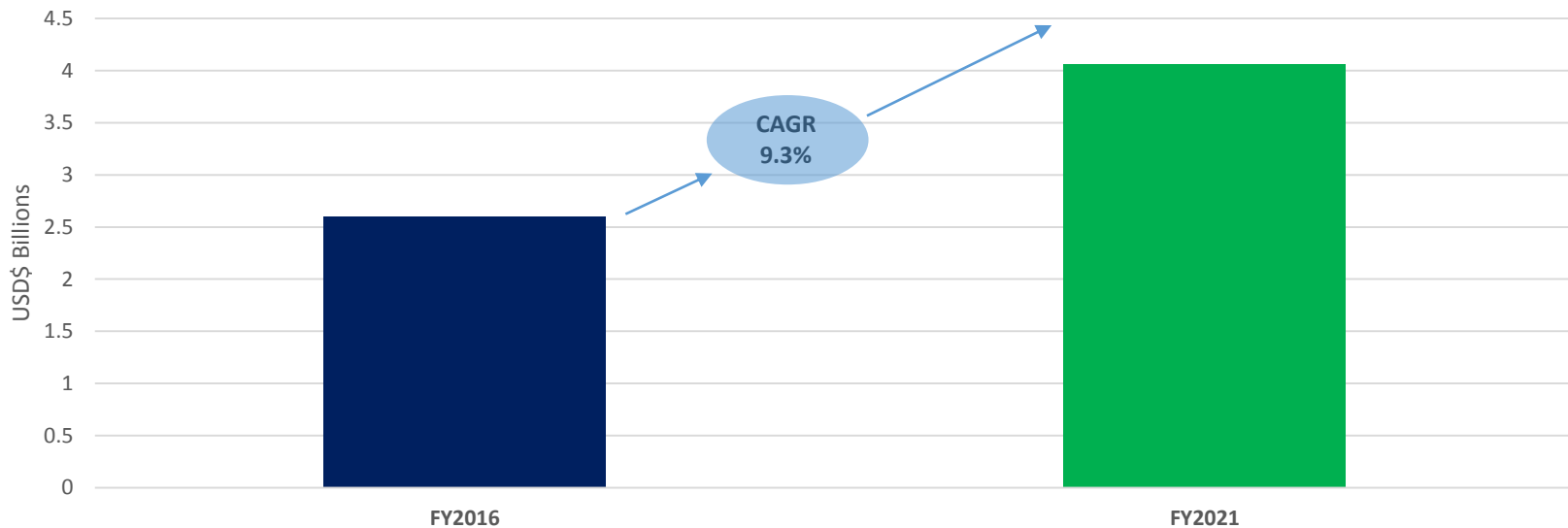


Redflex Phoenix Office

What does our market look like

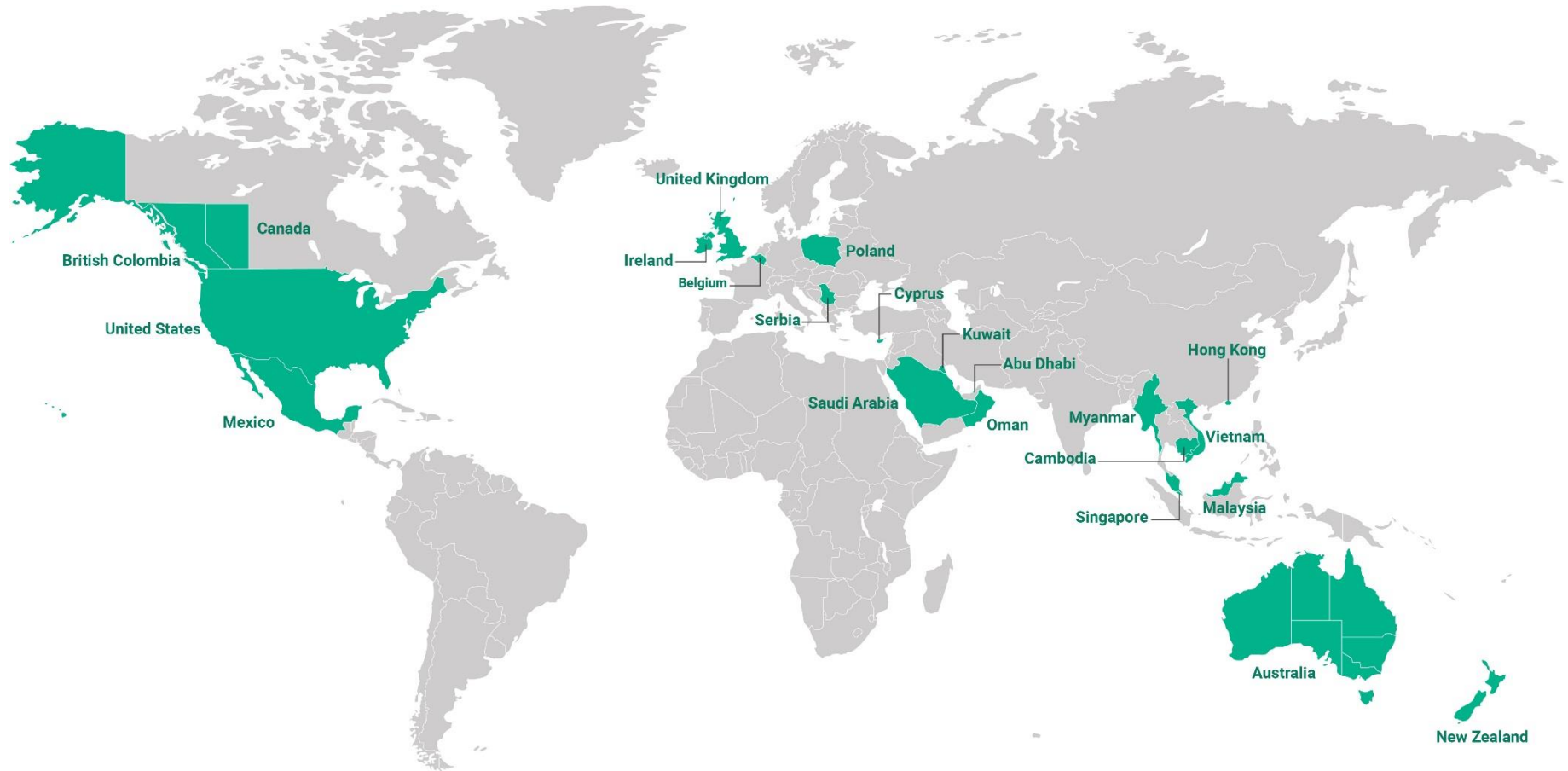
- North America, Europe and Australia represent majority of the mature global road safety market, with significant growth in the Middle East
- Redflex will leverage its installed base in Australia and the Americas and grow customers in UK, Ireland and Middle East.
- Per the Road Safety Survey of 2017, Europe will lead the growth from 2016-2021.

Regulatory Compliance continues To Drive Road Safety Market Growth



Where we are

550 employees with offices in Melbourne, Australia, Phoenix, AZ and Southampton, UK



Customer base – global and diverse

North America

EMEA

Asia PAC



Go forward strategy





Invest in our People

- Develop a global sales team that incentivized and motivated to grow the business
- Deploy common set of productivity tools so teams can work together seamlessly across the globe
- Develop a One Redflex culture with a common experience for all employees
- Align functionally to ensure we have the best resources employed and focused on delivering for our customers and employees





Nurture a culture of innovation

- Continuous engagement with our customer base and industry partners
- Look for internal solutions as well as third party technology
- Engage our customers on a regular basis, challenging them to think about their business and how they will operate going forward
- Re-establish ourselves as thought leaders!



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BY REDFLEX



Identify areas for continuous improvement and execute

- Measure and benchmark our internal operations and service delivery
- Target and reward improvement every year – Everyone contributes!
- Understand what we do well and where we can integrate best of class offerings from third party service providers

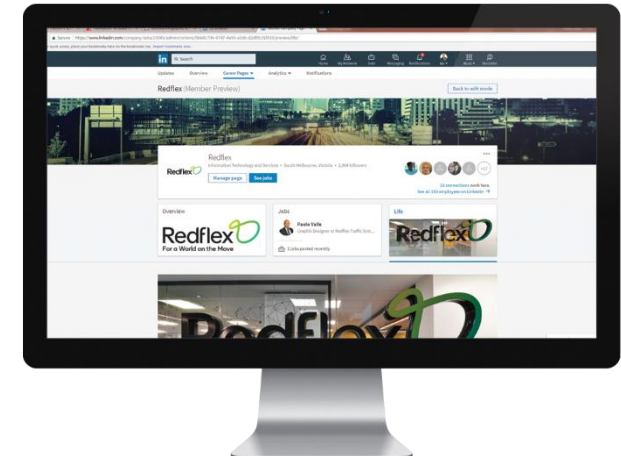


Focus our resources

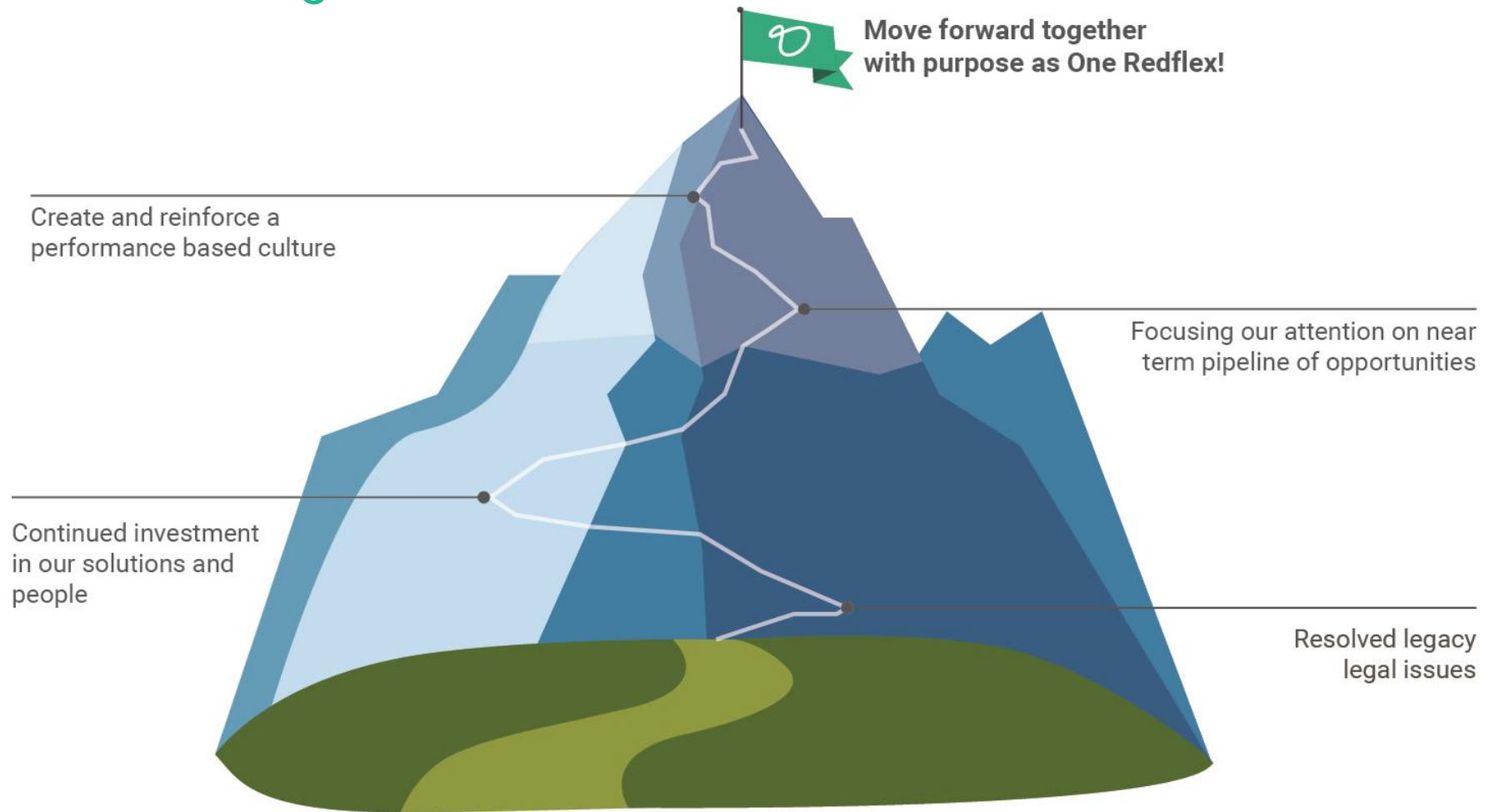
- Aggressively manage dollars for marketing, software engineering and systems deployment
- Critically assess commercial viability of any new product investment
- Drive success in our core markets and look for complementary adjacencies where we can leverage our customer and partner relationships



Intertraffic
AMSTERDAM



Position of growth



Questions?