



11 April 2024

## ASX ANNOUNCEMENT

### Market Update

The directors of Saferoads Holdings Limited (**ASX: SRH**) provide the following update:

#### ***Exclusive Agreement for Distribution of Saferoads HV2 Barrier in USA, Canada and Mexico***

The company is pleased to announce that it has entered into an agreement with Traffix Devices to exclusively distribute the HV2 temporary barrier in North America, Canada and Mexico.

Traffix Devices is an American company that manufactures highway safety products, including the SLED end treatment which Saferoads distributes in Australia and includes in the Road Safety Rental fleets.

This agreement has developed following the Managing Director, Darren Hotchkin's, recent visit to the USA, during which he spent time with the Traffix Devices management and sales teams. Mr Hotchkin also attended the 2024 American Traffic Safety Services Association Convention & Traffic Expo, at which Traffix Devices formally launched the HV2 Barrier to the American market.

HV2 Barrier is the only unanchored temporary barrier in the world to successfully pass MASH TL-4 testing. This unique road safety product also offers superior transportation, deployment and retrieval efficiencies compared to other temporary barriers in the marketplace. HV2 Barrier has USA Federal Highway Administration approval, as well as formal approvals in 21 US states and Ontario, Canada. The road safety industry in the USA is substantial compared with Australia, given the much larger population and kilometres of roads. The formal approvals obtained for HV2 in the USA and Canada covers 49.5% of the total population in these areas, or, 185 million people; seven times the entire Australian market. Additionally, several states in which Saferoads has not obtained approvals for HV2 Barrier refer to approvals in other states (commonly California) to regulate the road safety industry. For example, North Dakota, with a population of 780 thousand, and in that state HV2 Barrier has already been deployed.

This agreement with Traffix Devices represents a great opportunity for Saferoads to realise the benefit of investments into the research and development of this innovative product to a significant market.

This announcement has been authorized for release by the Board.



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**ABOUT SAFEROADS**

Saferoads is an ASX listed company specialising in providing innovative safety solutions. Headquartered in Pakenham, Victoria with representation across Australia, New Zealand and the USA, the company provides state government departments, local councils, road construction companies and equipment hire companies with a broad range of products and services designed to direct, protect, inform and illuminate for the public's safety.