

## **ASX RELEASE**

9 October 2023

## Non-Executive Director Appointment

Acusensus Limited (ASX:ACE) (**Acusensus** or the **Company**) is pleased to announce that Michael (Mike) Giuffrida will join the Board as an independent Non-Executive Director. The appointment of Mr Giuffrida will be effective from today, 9 October 2023. Mr Giuffrida's appointment follows the resignation of Thomas Patterson from the Board in June 2023. Since that time, the Board has focused on a search for a Director who would complement the skills and experience of the existing Board members and to assist in the balance of an independent Board.

Mr Giuffrida is an entrepreneur with over 25 years of experience, having co-founded and been the CEO of a human resource technology company, Acendre Pty Ltd (now Hire Road Inc.) in 1997. Acendre pioneered using the internet as a means of delivering enterprise 'software-as-a-service' to organisations with the release of the first online resume builder and first online applicant tracking system software to the Australian market, before evolving into a full online talent management space. Under Mike's leadership, Acendre subsequently established a presence in the US, including in the US Federal Government market, before leading a process to identify a majority growth investment partner for Acendre and subsequent acquisition of a US-based HR technology company. At the end of 2019, Mike led a successful transition to a US-based CEO to head up Acendre's next phase of growth, which enabled Mike to return to Australia full-time with his family.

Since his exit from Acendre, Mike has been supporting Australian technology companies in various capacities including Non-Executive Director, Operating Partner and Executive capacities.

It is intended that Mr Giuffrida will stand for election at the Company's 2023 Annual General Meeting. Further details will be made available in the 2023 Notice of Annual General Meeting.

Chair of the Acusensus Board, Ravin Mirchandani, said, "On behalf of the Board, I am delighted to welcome Mike to the Board. His deep expertise in the areas of technology product development and operations, people and culture, as well as in the finance and corporate space, will complement the skills of the existing Board members very well. His lived experience in the US market and establishing international support and operations also aligns particularly well with our current focus on the US and other international markets in furtherance of our growth strategy. This is especially as we aim to build on the milestone of the contract that Acusensus recently signed for enforcement services in North Carolina in the United States, which commenced operations in July 2023."

The Appendix 3X – Initial Director's Interest Notice for Mr Giuffrida is attached to this announcement.

## **ASX RELEASE**



#### **END**

#### **Enquiries**

Alexander Jannink Managing Director, Acusensus Limited 1300 214 697

Email: investor-relations@acusensus.com

Simon Hinsley Investor and Media Relations +61 401 809 653

Email: simon@nwrcommunications.com.au

This announcement is authorised by the Board of Acusensus Limited.

#### **About Acusensus**

Acusensus is a technology company that was founded in 2018 with a mission to design and develop artificial intelligence enabled road safety solutions. Collaborating with governments and commercial stakeholders to tackle distracted driving globally is Acusensus' first priority.

Acusensus has pioneered intelligent solutions that provide anywhere, anytime digital evidence that can be used in conjunction with law enforcement to drive behavioural change and improve road safety. Acusensus technology is used to detect and provide prosecutable evidence of distracted driving (mobile phone use), seatbelt compliance, speeding, railway crossing compliance and the monitoring of vehicles of interest.

Acusensus listed on the Australian Securities Exchange in January 2023. Acusensus is headquartered in Melbourne, Australia, with offices also in Sydney, Brisbane, London (UK) and Las Vegas (United States).

Rule 3.19A.1

# **Appendix 3X**

### **Initial Director's Interest Notice**

Information or documents not available now must be given to ASX as soon as available.	Information and
documents given to ASX become ASX's property and may be made public.	

Introduced 30/9/2001.

Name of entity Acusensus Limited	
ABN 17 625 231 941	

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Michael Lawrence Giuffrida
Date of appointment	9 October 2023

# Part 1 - Director's relevant interests in securities of which the director is the registered holder

 $In the \ case \ of \ a \ trust, this \ includes \ interests \ in \ the \ trust \ made \ available \ by \ the \ responsible \ entity \ of \ the \ trust$ 

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities	
Nil.	

<sup>+</sup> See chapter 19 for defined terms.

# Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of	Number & class of Securities
interest	
Note: Provide details of the circumstances giving rise to the relevant interest.	Nil.

#### Part 3 - Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

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 $<sup>\</sup>boldsymbol{+}$  See chapter 19 for defined terms.