



20 November 2025

The Manager  
Company Announcements Office  
Australian Securities Exchange

Dear Manager,

**Annual General Meeting Addresses by Chairman and Managing Director**

Saferoads Holdings Limited (ASX: SRH) ("Saferoads" or the "Company") advises that the following addresses are to be given at today's 2025 Annual General Meeting:

This announcement was authorised by the Board.

Yours faithfully

A handwritten signature in black ink, appearing to read "Chris Lobb".

Chris Lobb  
Company Secretary

For further information, please contact:

David Ashmore  
Chairman  
Ph: +61 418 155 500

Chris Lobb  
Company Secretary  
Ph.+61 407 046 114



**Address by Mr David Ashmore, Chairman**

Welcome to our offices and our 2025 Annual General Meeting.  
My name is David Ashmore and I am the Chairman of the Board of the Company.

I am pleased to provide the following overview of what was a very stressful and transformational year for Saferoads Holdings Limited as well as some observations on the year ahead. I will be asking Darren to comment in more detail in relation to some plans and recent achievements.

We commenced the 2025 financial year in breach of our bank covenants that effectively stopped the ongoing expansion of our rental fleet and left us unable to meet the expanding demand for rental sales. From the strategic options available to the Board at that point, we decided that a sale of the Road Safety Rentals (RSR) business was the best way to unlock its significant unrealised value for the benefit of our shareholders. We conducted an expression of interest process that resulted in the \$10.8m sale of RSR to the international owned On-Site Rental group (**On-Site**). We structured the sale to ensure we retained ownership of the intellectual property of our complete products portfolio and the ability to return the company to its original products sale business. We established a 3-year product supply and support agreement with them and received an undertaking to order at least \$3m in products in the first year. We of course have remained in close contact with them to assist with their expansion of the business they acquired. To date they have ordered over \$3.5m of our products that are being shipped in this first half of the 2026 financial year. Their latest order of \$400k was received last week.

We have built and will retain the working capital necessary to continue to support the product sales business and in particular support On-site to further expand their rental fleet and in doing so establish a solid foundation for the growth and sustainability of our ongoing product sales business.

The sale of RSR enabled us to repay all bank and asset finance debt amounting to over \$3m. The overall profit made on the RSR sale was \$4.8m and we distributed that to shareholders in May 2025 with a 10 cent per share fully franked dividend.

We have invested some of the remaining cash in inventory that had been depleted in the financially stressful period leading up to that RSR sale. At this time, these cash reserves exceed \$2.8m. There are a number of business building projects that we have undertaken and that are being assessed and I will leave it to Darren to outline those.

With the assistance of the \$3.5m sales of product to On-site we are expecting to return a profit for the first six months of this financial year of approximately \$500k. We anticipate that On-Site will continue to order our products for the foreseeable future but we are not in a position to quantify that.

In the last two months we have engaged two very industry experienced senior sales executives to win back lost product market share with major market players as well as the critical area of local government.



We have also recently exercised a further five-year lease extension option over our Pakenham office, factory, and hard stand to ensure we have adequate facilities and stability with our property requirements moving forward.

Our access to the United States markets has been severely impacted by the Trump administrations imposition of tariffs on all imported steel products. This is a situation that has effectively put on hold any realistic marketing initiatives we have for the USA and will not change unless the tariffs are withdrawn. Accordingly, we have eliminated any sales to American from our projections.

The 2025 annual financial statements reflect the effect of the sale of the RSR by treating the RSR business as a discontinuing business and therefore clearly show the FY2024 and FY2025 results from our products sales business and on a single line the significant contribution in both those years from the RSR business. During 2025 we were able to significantly improve the trading position of our traditional products sales business. This improvement is expected to continue in this financial year. With the assistance of the sales of product to On-Site. however, our near-term profitability is reliant on On-Site's continuing to purchase products and our ability to recapture market share in what remains a very competitive marketplace.

I will now hand the meeting over to Darren to outline some of the initiatives to strengthen and rebuild the products sales business.

**Address by Mr Darren Hotchkin, Managing Director**

Welcome everyone to the 2025 Saferoads Annual General Meeting.

We appreciate you joining us today.

This past year has been one of change and repositioning for Saferoads. With the significant sale of our rental business to Onsite Rental Group, we have taken an important step that allows us to strengthen our core operations and steer the company toward sustainable long-term growth. Today, I'd like to share how we are building that future.

Our first priority is to strengthen our market share. To support this, we have invested in expanding our capability and expertise, welcoming three new team members into key roles: Sales Manager, Business Development Manager and an Internal Sales representative. The addition of new staff members is already bringing renewed focus to our customer engagement, and we expect them to play a central role in driving revenue and growth over the coming year.

Our second priority is to increase our stock levels, ensuring that we can respond more effectively to customer needs and capitalise on new opportunities. This initiative is already underway, helping to reduce lead times, secure larger orders, and reinforce Saferoads' reputation as a reliable and responsive road safety product supplier. We will continue to build inventory in the months ahead. Our current stock level sits at \$2.7M.



Thirdly, we are committed to continually enhancing and expanding our product range. Several important developments are already in progress, including:

- Designing a new portable solar product for Wind Category C
- Reintroduction of Kangou Flexible Signs
- Reintroduction of Blockout Barrier
- Developing a flexible steel Guide Post
- Adding a pinned option for the HV2 Barrier
- Upgrading our VMS range and development of an A-size trailer
- Developing a 1.5m Rapid Stop Barrier module

These projects demonstrate our commitment to not only meeting current customer needs, but also anticipating future requirements across all sectors.

We continue to work closely with Onsite Rental Group. We are pleased with the steady flow of product orders coming through, supported by the three-year purchasing agreement. This partnership remains an important part of our ongoing strategy, providing predictable demand and a pathway for continued collaboration.

Looking ahead, I'm pleased to report that we are on track to deliver a profitable first half of FY26. This reflects the hard work of our team, the success of recent strategic decisions and the early benefits of our operational changes.

In the second half of FY26, our profit is expected to remain positive, although at a smaller level. This outcome will depend on the pace of our product development initiatives and the volume of ongoing and additional orders from Onsite Rental Group. With continued focus and solid execution, we believe these results will place Saferoads' in a strong position heading into future financial years.

Before we open for questions, I would like to thank our shareholders for their patience and support in our vision for Saferoads' future. Our endeavour is to keep building a stronger, more competitive, and more innovative business.

We appreciate your time today, and we now welcome any questions you may have...

#### **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.