

Press release May 5, 2022



Sensys Gatso Group strengthens USA business with new USA President & Managing Director

Sensys Gatso Group, STO: SENS, today announces the appointment of William Braden as the new President and Managing Director of its American subsidiary, Sensys Gatso USA, Inc., starting May 15th.

William (Bill) Braden has an accomplished background in account management, field services, construction and engineering for a number of business to business and business to government companies. Bill has built and led teams and PnL's for American companies and North American based European subsidiaries in the traffic safety, healthcare and manufacturing solutions industries.

With over 10 years of experience in the USA Automated Traffic Enforcement market, Bill served as the National Field Services Director for a major industry player. In this role he was responsible for the management of over 1,800 automatic traffic enforcement systems including some of North America's largest ever programs. He will start at Sensys Gatso USA on May 15th, replacing Andrew Noble who has sought opportunities outside of Sensys Gatso.

"It is with great excitement that I join the rapidly growing Sensys Gatso USA business. I am attracted to the company's excellent reputation and integrity, state of the art managed Automated Traffic Enforcement solutions and most importantly, to the quality of our clients, partners and employees. It is my privilege to join the company and to lead the organization through its next stage of growth and expansion." states Bill Braden.

Sensys Gatso USA is a major growth and profitability driver of Sensys Gatso Group's strategy and 2025 financial objectives. Sensys Gatso USA provides TRaaS, Traffic Enforcement as a Service, via end-to-end turnkey camera and market leading software platforms. Through seamless integration of all elements of an Automated Traffic Enforcement solution from image capture, to data analysis through customer services and payment collection, Sensys Gatso provides valuable traffic safety and public awareness programs to cities across the country.

Sensys Gatso Group AB is a global leader in traffic management solutions for nations, cities and fleet owners. Sensys Gatso Group has subsidiaries in Australia, Costa Rica, Germany, the Netherlands, Sweden and the USA, and a branch office in the United Arab Emirates and has 263 employees. The Sensys Gatso Group's shares are listed on Nasdaq Stockholm.

For further information, visit www.sensysgatso.com

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Ivo Mönnink, Group CEO of Sensys Gatso states *"Building upon Sensys Gatso USA, Inc.'s past success requires a highly experienced field and operational executive to not only secure and win contracts, but as importantly to optimize revenue potential through very fast, efficient and effective field and engineering execution together with the highest level of enforcement system uptime possible. We believe Bill is undoubtedly qualified to lead our USA organization through its next phase of accelerated growth."*

Sensys Gatso has conducted this US search through a renowned international search firm.

For further information:

Ivo Mönnink, CEO

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