



7 September 2021

ASX ANNOUNCEMENT

Board Appointment of Rental Industry Expert

The directors of Saferoads Holdings Limited (**ASX: SRH**) are pleased to announce the appointment of Steven Difabrizio as a non-executive director of the company effective from 7 September 2021.

Mr Difabrizio has over 20 years experience in industrial rental business, is a civil engineer and has completed a Masters of Business Administration degree. He is a significant, long term shareholder in Saferoads.

Mr Difabrizio commenced his rental industry career in 1998 with Preston Hire, a company which offered vertical hoist access rental solutions for multi-storey projects. Preston Hoists became the largest supplier of these products in Victoria and South Australia, and was purchased by Coates Hire in 2003.

Preston Hire introduced a patented crane loading platform for high rise building construction to the rental market. The business grew to become an industry leader in Victoria and South Australia, and in 2015 it was sold into the National Preston Hire Group to consolidate the national brand.

Mr Difabrizio then turned his focus to another venture, Cassaform, a business that offered construction formwork and propping systems to the industrial building market, with both product sales and rental services. The business grew rapidly with a focus on the Victorian market and was sold in 2019 to an internal business partner.

Nowadays, Mr Difabrizio is a substantial shareholder in motor and recreational vehicle dealerships based in Gippsland.

Saferoads Chairman David Ashmore believes that Mr Difabrizio's appointment will support Saferoads' continued focus on expanding its rental department, Road Safety Rental.

'Steven brings direct experience in the rapid development of industrial rental businesses. His entrepreneurial skills will be invaluable in assisting Saferoads with growing Road Safety Rental,' said Mr Ashmore.

Mr Difabrizio's appointment follows the resignation of Hayden Wallace who has been a director for the past 18 months.

'We wish to sincerely thank Mr Wallace for his valuable contributions to Saferoads and wish him well for the continued development of his company, Safe Direction,' said Mr Ashmore.

This announcement has been authorised 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.