



Powered by
Shark Shield® Technology

Ocean Guardian (Shark Shield) remains only proven electrical shark deterrent

Media Release

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Ocean Guardian Holdings Limited, which opened applications for an ASX IPO on 10th May, are pleased to announce that new testing results reveal the FREEDOM+ Surf, powered by Shark Shield Technology, has been scientifically proven and independently tested to deter white sharks. All other shark deterrents tested failed, with limited to no effects on white sharks.

The new research undertaken in late 2017 and early 2018, led by highly regarded Associate Professor Charlie Huvneers of Flinders University, was commissioned by the NSW Department of Primary Industries and resulted in Ocean Guardian's shark deterrent for surfers being the only device to significantly reduce risk. Following the findings, the FREEDOM+ Surf has been added to the Western Australian Shark Rebate Program, with WA residents now able to register for a \$200 rebate on the only tested and proven shark deterrent designed for surfers.

Lindsay Lyon, Ocean Guardian CEO say, "The results of this latest testing are really no surprise to us. The Shark Shield Technology efficacy has been scientifically proven and independently tested time and time again in multiple locations around the world".

"No safety product, whether it's a seat belt, bike helmet or shark deterrent can reduce a 100% of risk. Mandated seat belts save lives and wearing a properly adjusted seat belt reduces the risk of fatal or serious injury by up to 50%. (NHTSA USA). This recent research shows that the FREEDOM+ Surf significantly reduces the risk of a shark encounter for surfers in an enticed baited scenario by up to 60%. In the test environment, you're effectively surfing on top of a dead whale," said Lindsay.

The research resulted in 297 successful trials undertaken at the Neptune Islands South Australia. During these trials, 44 different white sharks (*Carcharodon carcharias*) interacted with bait and undertook 1,413 passes of the test board(s). The FREEDOM+ Surf significantly affected shark behaviour by reducing the percentage of bait taken from 96% (for the control board) to 40% with sharks remaining further away from the bait when the FREEDOM+ Surf was active.

The other deterrents tested included Rpela, SharkBanz bracelet, SharkBanz surf leash, and Chillax Wax which had limited to no effects on deterring white sharks.

Two-time World Surf Champion, Tom Carroll, says "As a surfer, I have a deep respect for sharks and the whole ocean ecosystem. Yesterday the West Australian Government Shark Deterrent Rebate program added Ocean Guardian's FREEDOM+ Surf, powered by Shark Shield Technology, to the approved products list. With this product, surfers can keep themselves protected without the need for harming sharks and other marine life. It's a win-win."

Ocean Guardian’s FREEDOM+ Surf, powered by Shark Shield Technology, was designed in partnership with two times World Surf Champion Tom Carroll and Ocean & Earth, as a seamless shark deterrent solution for surfboards, with no impact on performance. The high-tech kit includes a transferable power module, a tail pad with decal antenna and a charging dock. The transferable power module can be easily moved from board to board.

Ocean Guardian Holdings Limited (ASX: OCG) opened applications for its IPO on May 10th, 2018 to raise a minimum of \$5M with funds allocated to developing new products using existing and new technology to expand into the boat and beach markets. The offer closes on the 7th June 2018 or earlier.

About Ocean Guardian:

In 2018, the Shark Shield company became Ocean Guardian®. The change of name reflects our bigger ambition – to make you safe whatever you enjoy doing in the Ocean – while also protecting the planet we call home.

Ocean Guardian, powered by Shark Shield Technology, is the world’s only scientifically proven and independently tested electrical shark deterrent. Government approved and developed over two decades of research, Ocean Guardian’s patented technology creates a powerful three-dimensional electrical field which causes safe but unbearable spasms in shark’s short-range electrical receptors, turning sharks away - including Great Whites. Nothing is more effective.

Ocean Guardian safety products are the ultimate ocean guardian – providing peace of mind for surfers, divers, and ocean lovers around the world, while supporting the conservation of marine life by removing the need for shark nets and culling.

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