# ASX Release

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**10 April 2019**

### SenSen Launches in Thailand with Gemineye Solution and Signs Distribution Agreement with EVF

**HIGHLIGHTS**

- *SenSen signs Distribution Agreement with EVF, smart city and environmental services company*

- *Initial trial has commenced in Bangkok, Thailand, harnessing the newly-launched Gemineye solution to develop a new SenSen application for the technology aimed at addressing the city's unsafe motorcycles-on-footpaths issue*

- *The Gemineye system's Artificial Intelligence offers the swift, accurate and affordable ability to read and identify Thai characters on number plates*

- *Anticipated commercial roll-out to commence in Q1 FY20*

- *SenSen and EVF are jointly exploring further opportunities, including airport security applications*

Leading Artificial Intelligence solutions provider SenSen Networks Limited **("ASX: SNS", "SenSen" or "the Company")** is pleased to advise it has commenced trials of its recently-launched Gemineye smartphone-based smart city solution in Thailand.

This new customer traction has been facilitated through a Distribution Agreement with Thailand smart city and environmental services company E.V.F. (Thailand) Co., Ltd. ("EVF"). SenSen and EVF are collaborating initially in Thailand to carry out two separate trials in Bangkok for the Bangkok Metropolitan Administration and the Royal Thailand Police, with the former trial currently underway. The Distribution Agreement allows for EVF to implement SenSen's software in its clients' operations in Thailand.

EVF (http://evfthailand.com/) services infrastructure projects including office buildings, shopping centres and hospitals, and is an affiliate of Thailand construction supply company Nova Steel. EVF provides environmental services including photovoltaic, wind turbine, PV water pump, electric vehicles, as well as Smart City and Smart Grid services to the Government and airports in Thailand.

The Distribution Agreement provides for SenSen to earn project revenues with EVF, with a combination of up-front system sales, software licensing and commissioning, as well as recurring Software as a Service (SaaS) and maintenance fees.

As in many Asian cities, driving and parking congestion is a major problem for Bangkok. In fact, the 2017 "*Unlocking Cities*" survey[1] undertaken by Uber and the Boston Consulting

Group rated Bangkok the worst city for traffic congestion in South East Asia, followed by Jakarta, Manila, Hanoi and Kuala Lumpur.

The problem has gained increasingly prominent media attention with multiple recent investigations from the *Bangkok Post*[234] highlighting the city's crowded roads.

The two initial trials in Bangkok will utilise SenSen's Gemineye technology to analyse Thai motor vehicle and motorcycle licence plates to detect illegal driving on footpaths and enforce regulation to minimise associated accidents and fatalities.

As announced to the ASX on 12 March 2019, Gemineye is the world's first AI-powered smartphone app offering governments, councils and cities worldwide an affordable, highly accurate, cloud-based smart city platform to deliver a range of infrastructure monitoring services for road safety and civic compliance applications.

Trial 1, with the Bangkok Metropolitan Administration, has been running since February and harnesses SenSen's Gemineye solution to help address the unsafe motorcycles-on-footpath issues in Bangkok. As noted in the media reports referenced above, a number of recent incidents have occurred to schoolgirls and pedestrians. SenSen's ability to read motorcycles' licence plates (which is complex in Thailand as they vary in design, dimension and colour, and involve different Thai language characters), as well as identify riders without helmets, will empower Thai authorities to accurately prosecute offenders and thereby reduce the incidence of such offences.



*April 2019: Gemineye in action on Charoen Krung Road, the oldest street in Bangkok and home to a high proportion of motorcycles on footpaths violations*

Trial 2, with the Royal Thailand Police, involves CCTV monitoring of merging lanes at one location jn Bangkok. SenSen is capturing and processing offences through the Company's Back Office System ("SenBOS") for offence verification and collaboration of data with name and address details from the Land Transport Department. This trial will commence this month and is expected to run over one month.

Commenting on the Thai footpath monitoring project, SenSen CEO Subhash Challa said,

*"We are delighted to be working with EVF in Thailand deploying our Gemineye solution to help save lives and reduce congestion in our first Asian country so soon after we formally launched the product in March.*

*"While we launched the Gemineye smartphone based smart city platform targeting parking enforcement and real-time illegal dumping detection, we are delighted to note the initiatives from EVF that are exploiting the platform capabilities of Gemineye to solve the specific pain points of Bangkok.*

*"This trial in Thailand has enabled SenSen to demonstrate a new application for Gemineye, and one which can be employed throughout heavily congested Asian cities, to assist in providing a safer pedestrian environment for citizens.*

*"We believe our AI-powered smartphone app will deliver the Thai Government a highly accurate and affordable solution that will ultimately make Bangkok roads safer and save lives.*

*"SenSen looks forward to assisting EVF in implementing our solution at multiple hot-spots across the Bangkok central business district."*

It is anticipated that upon successful completion of this trial, SenSen and EVF will commence the roll-out of the project across a number of sites in Bangkok.

Commenting on the Distribution Agreement, EVF Managing Director Peerapong Panichavong said:

*"We are very excited to be partnering with SenSen. Like us, the team at SenSen is focused on improving the community by making cities smarter and businesses more productive in an environmentally responsible manner.*

*"SenSen's Gemineye technology has provided extremely accurate evidence of illegal motorcycle riding on Bangkok footpaths in the trial, and we expect to start installing the solution across the city in the coming months.*

*"There are numerous other projects we are talking to Thai authorities and businesses about where Gemineye would be the perfect solution."*

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**April 2019: SenSen CEO Subhash Challa (left) signing the Thailand Distribution Agreement with EVF Managing Director Peerapong Panichavong in SenSen's Melbourne office.**

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**About SenSen Networks Limited**

SenSen is focused principally on the development, commercialisation and supply of innovative, data-driven business process enhancement solutions, designed to assist customers in their business operations and significantly improve business efficiency and productivity.

SenSen provides video analytics and artificial intelligence data analytics software solutions to customers in the intelligent transportation systems and gaming sectors located in Australia, Canada, Singapore, Europe, India, and UAE.

Disclaimer – forward-looking statements

This release may contain forward-looking statements. These statements are based upon management's current expectations, estimates, projections and beliefs in regards to future events in respect to SenSen's business and the industry in which it operates. These forward-looking statements are provided as a general guide and should not be relied upon as an indication or guarantee of future performance. The bases for these statements are subjected to risk and uncertainties that might be out of control of SenSen Networks Limited and may cause actual results to differ from the release. SenSen Networks Limited takes no responsibility to make changes to these statements to reflect change of events or circumstances after the release.

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[1] http://image-src.bcg.com/Images/BCG-unlocking-cities-2017_tcm93-178660.PDF

[2] https://www.bangkokpost.com/news/general/1584574/increased-fine-for-motorcycles-using-footpaths-now-in-force

[3] https://www.bangkokpost.com/news/general/1583290/too-many-motorbikes-on-sidewalks-to-handle-police-say

[4] https://www.bangkokpost.com/news/general/1589682/thailand-tops-asean-road-death-table