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Making Cities Smarter

Investor Presentation

May 2019
ASX: SNS

Disciaimer

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In the Casino vertical, our solutions help improve

- staff productivity
- yield and minimising loss
- customer satisfaction
- safety

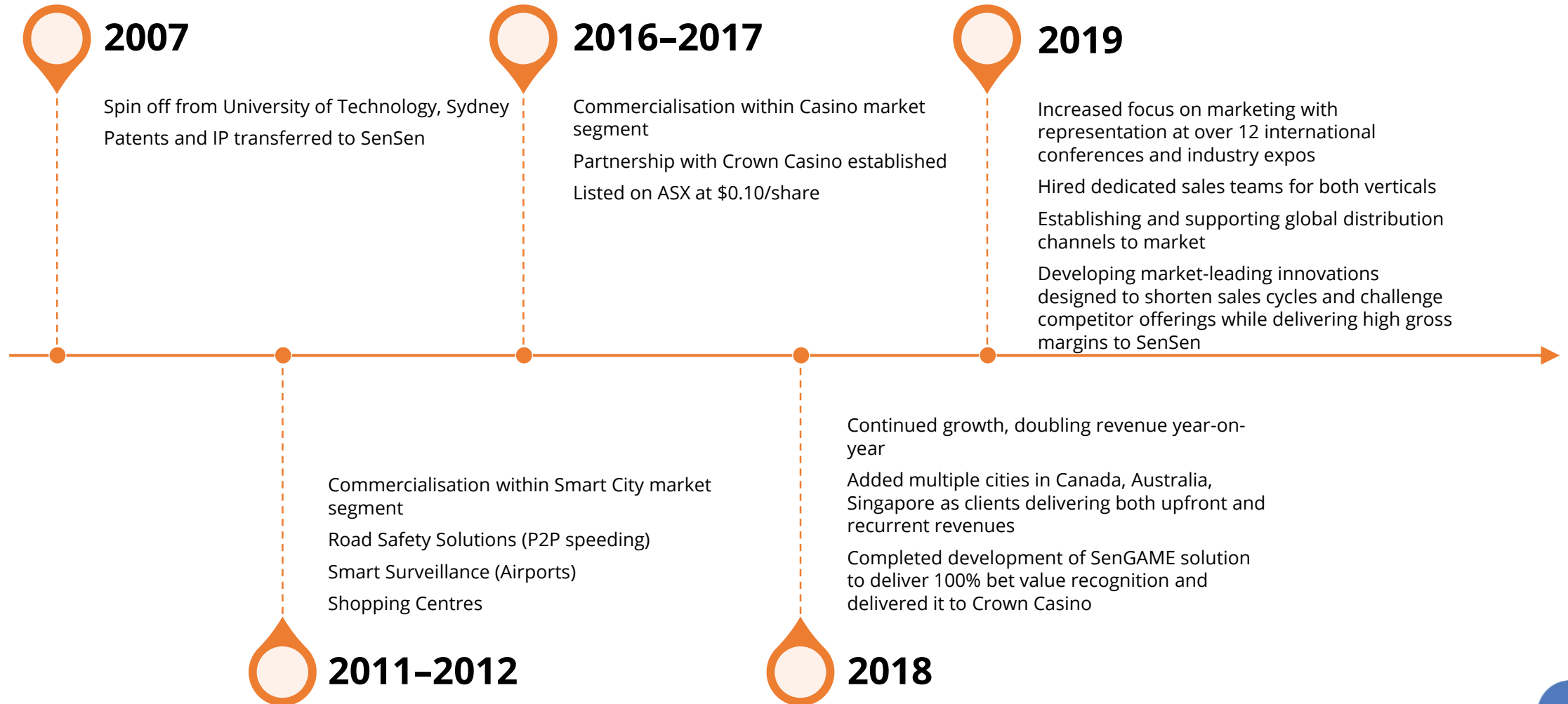In the Smart Cities vertical, we are making

- roads safer
- parking efficient
- communities cleaner
- roads congestion free
- asset audits efficient

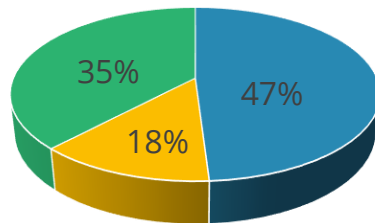# SenSen solutions *make cities smarter* and *enterprises more efficient*

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SenSen Corporate History

2007

Spin off from University of Technology, Sydney

Patents and IP transferred to SenSen

2016–2017

Commercialisation within Casino market segment

Partnership with Crown Casino established

Listed on ASX at $0.10/share

2019

Increased focus on marketing with representation at over 12 international conferences and industry expos

Hired dedicated sales teams for both verticals

Establishing and supporting global distribution channels to market

Developing market-leading innovations designed to shorten sales cycles and challenge competitor offerings while delivering high gross margins to SenSen

2011–2012

Commercialisation within Smart City market segment

Road Safety Solutions (P2P speeding)

Smart Surveillance (Airports)

Shopping Centres

2018

Continued growth, doubling revenue year-on-year

Added multiple cities in Canada, Australia, Singapore as clients delivering both upfront and recurrent revenues

Completed development of SenGAME solution to deliver 100% bet value recognition and delivered it to Crown Casino

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SenSen Corporate Snapshot

ASX STOCK CODE	SNS
Listing date	18-Oct-17
Share price as at 24 April 2019	$0.14
Unlisted options	31.5m
Issued shares	418.6m
Fully diluted market cap	**$63m**

Share register

- ■ HNW and retail investors
- ■ Institutional investors
- ■ Management and directors

Last 12 months' share trading price and volume

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SenSen Board of Directors

Dr. Subhash Challa
Executive Chairman

Subhash founded SenSen Networks as a spin off from the University of Technology Sydney where he was the Professor of Computer Systems. He is a world leading authority in data science specialising in the analysis of video and sensor data with a focus on solving every day business problems.

Between 2007-2011, he was a Professor at National ICT Australia, University of Melbourne, and was a visiting scholar at Harvard University (1997) and Tan-Chin Tau fellow at Nanyang Technological University in Singapore (2003). Subhash joined SenSen as a full time CEO in January 2012 following a successful career in academia.

David Smith - Executive Director & Company Secretary

David brings more than 15 years' experience as an investment banker, working in both the capital markets and M&A globally with JPMorgan Chase, Ord Minnett and BBY Ltd. He was regularly ranked as one of the Top 10 Australian Investment Bankers in annual surveys, and raised more than $4 billion for corporate clients.

With an extensive background advising companies across all sectors, including tech, industrials and resources, David has driven the evolution of several emerging companies into multi-billion dollar enterprises. He is a Non-Executive Director of RAW Capital Partners Holdings Ltd, a UK-based international asset manager.

Zenon Pasieczny
Non-Executive Director

Zenon is an experienced venture capital investor and is closely involved in SenSen's strategic marketing and delivery of global communication messages to clients, partners and the media.

He backed SenSen for Its outstanding potential as an Australian technology company with innovative and IP-driven solutions and has helped it to grow from an R&D-focused start-up to a globally respected industry leader.

Jason Ko
Non-Executive Director

Jason is the CEO of Moduware, an IoT platform and consumer device business. He is also a Director and former CEO of Speed shield Technologies.

Jason is a Dean's Scholar of Computer Science (Monash University) with a keen sense and passion for IoT where the businesses he's involved in have a unique data proposition. He brings a unique blend of high technical skill and business acumen with proven experience in setting up and operating successful businesses in Australia, China and the US.

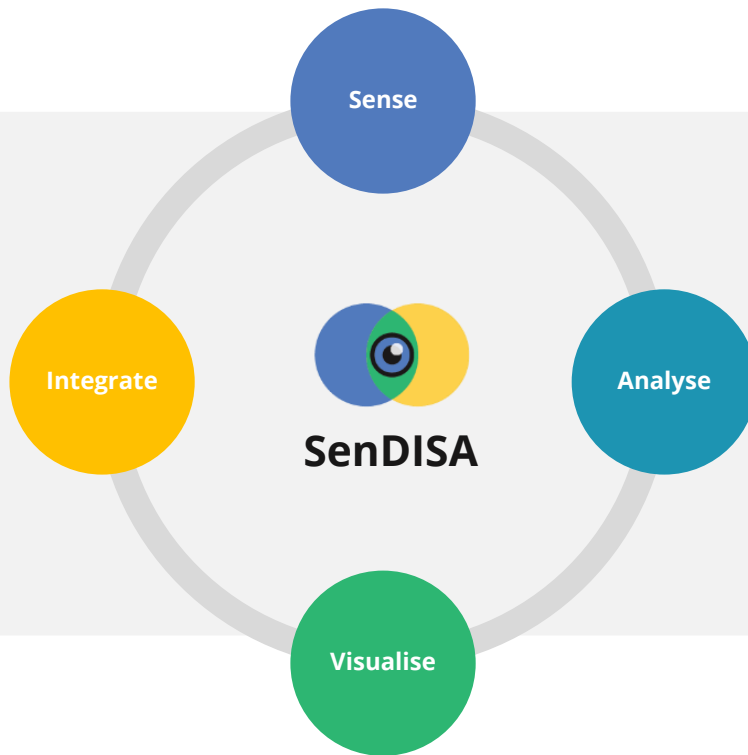**Heather Scheibenstock**
Non-Executive Director

Heather has over 25 years' experience within the gaming and hospitality industries specialising in strategic planning, business development, stakeholder engagement and offshore growth.

She is currently a Non-Executive Director of ASX listed global gaming company, Ainsworth Game Technology (ASX:AGI). Prior to Ainsworth, Heather has held senior executive roles at numerous gaming companies including Bloomberry Resorts Corporation and Echo Entertainment Group (ASX: SGR).

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SenSen Technology

THE SENDISA PLATFORM – POWERED BY THE LATEST ADVANCES IN AI AND MACHINE LEARNING

Sense

Integrate

SenDISA

Analyse

Visualise

Extract relevant data from cameras and sensors

Use data to reduce cost of operations and increase revenue

Integrate with Enterprise Business Applications

Video-IoT data analytics and Artificial Intelligence

Big data analytics and Business Intelligence

Enterprise application integration software

SenSen uses SenDISA to develop market focused products and solutions

Highly Scalable, Recurrent Revenue Model

VERTICAL APPLICATIONS	REVENUE MODEL
Parking Enforcement	Yearly license fee linked to the volume of parking violations processed or number of cameras used for monitoring parking violations
Parking Occupancy	Per bay per month
Sign/Line Audits	Per sign audited
Smart Surveillance	Upfront and yearly license fee that scales with number of cameras used for monitoring
Road Safety & Tolling	Upfront and yearly license fee that scales with number of cameras used for monitoring
Casinos	Per table per month

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SenSen's Markets:

SenSen is operating in a rapidly growing, multi-billion dollar market undergoing significant transition due to adoption of AI and IoT

There are more than 2,000 smart cities in the world

There are more than 1,300 casinos with over 50,000 tables between them globally

We are targeting having 100+ cities using a mix of our solutions within the next 3 years

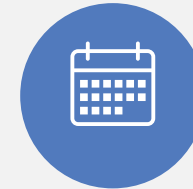**Our aim to be on over 10,000 tables delivering real time game and player analytics within the next 3 years**

SenSen's Global Footprint

* Select clients and partners

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Financial Performance

	FY16 ($M) AUDITED	FY17 ($M) AUDITED	FY18 ($M) AUDITED	H1 FY19 ($M) AUDITED
Total Revenue	1.11	2.07	4.05	2.22
Total Cost of Goods	0.37	0.84	1.61	0.90
Gross Profit	**0.73**	**1.22**	**2.44**	**1.32**
Gov't Grants (R&D and EMDG + Other Income)	1.02	0.85	0.73	0.17
Total Income	1.75	2.07	3.17	1.49
Total Expenses	2.35	2.91	12.46*	4.19
Net Profit	**-0.60**	**-0.84**	**-9.22**	**-2.71**

Total revenue for **FY18 +96% year-on-year to $1.8m**, driven by a combination of both new client contracts and existing recurring revenue from customers in Australia and overseas.

Trend of **strong traction expected to continue in 2019**, with revenue expected from both a healthy pipeline of new potential clients and recurrent revenue from SaaS licensing arrangements.

* Includes circa $5.23m of notional restructure expense (non-cash) costs relating to reverse takeover, restructure and re-listing, $2.1m share-based payments expense (non-cash) and one-off transaction costs of $900k

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Key Product for Smart Cities: SenFORCE

SenSen caters for automated enforcement of every bylaw related to parking, including no-stopping, clearways, school zone, bus/taxi zones in addition to paid/permit parking enforcement. Highest accuracy of LPR even in extreme operating conditions.

SenFORCE delivers higher accuracy than both of the competitors below, which are limited to paid/permit parking enforcement only.

Genetec (AutoVu)

Arvoo (ScanGenius)

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SenSen Smart City Solutions

The SenSen technology platform allows us to acquire customers on a point product offering and upsell other solutions

Smart Platform for Smart Cities

- Parking Guidance & Enforcement
- Asset Audits
- Smart Surveillance
- Road Safety
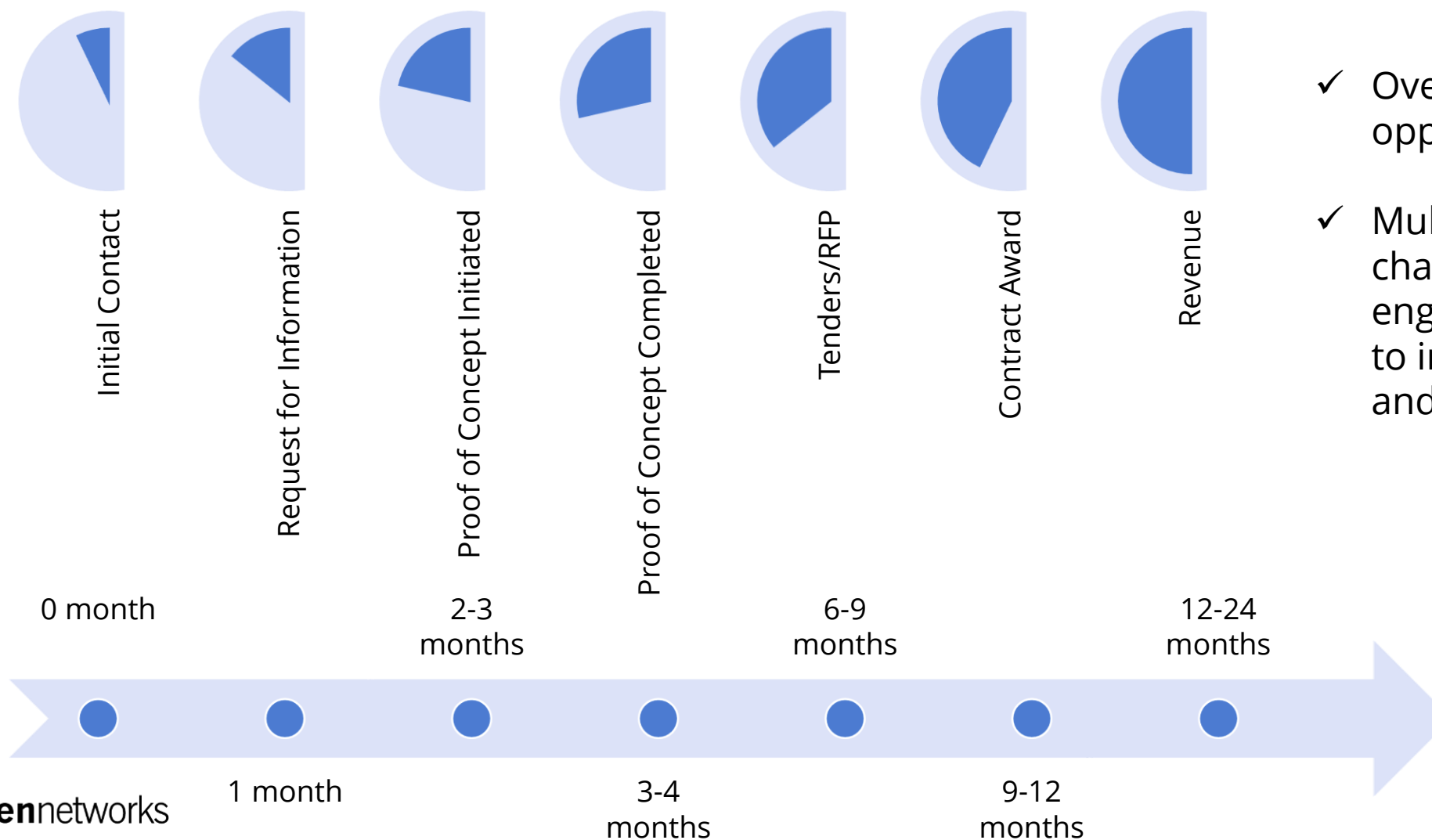- Tolling

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Competition – Smart City Solutions

SenSen is unique

There is no other company that offers the breadth of solutions that we offer. SenSen consistently delivers higher accuracy at lower cost than competitors across multiple smart city use cases.

Solution	Competitors	SenSen Advantage	Competitor Advantages
Parking Enforcement - SenFORCE	Genetec, Arvoo, Sensor Dynamics	**Higher accuracy and functionality**	Incumbent in a sticky market, strong partner/channel network
Parking Guidance	Cleverciti, Parkam, Smart Parking	**Camera independent solution, lower cost per bay**	Strong partner/channel network, better UI/UX
Asset Audits	Roadbotics	**Focused on signs and lines**	Focused on road condition monitoring
Smart Surveillance	Agent VI, Avigilon, Ipsotek, Others	**Higher accuracy, camera independence**	Strong partner/channel network, better UI/UX
Road Safety	Gatso, Redflex, Jenoptix	**Lower cost, low infrastructure, high accuracy**	Strong legacy, strong partner/channel network
Tolling	Kapsch	**Higher Accuracy, lower cost**	Strong legacy, Strong partner/channel network

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Smart City Market – Sales Pipeline

Initial Contact

Request for Information

Proof of Concept Initiated

Proof of Concept Completed

Tenders/RFP

Contract Award

Revenue

✓ Over 120 customer opportunities in pipeline

✓ Multiple channels/distributors engaged and incentivised to increase the pipeline and shorten sales cycles

0 month

2-3 months

6-9 months

12-24 months

1 month

3-4 months

9-12 months

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Gemin**eye**

New Product Launch

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Gemineye – New Product Launch

Gemineye will enable SenSen's smart city monitoring solutions to reach cities of all sizes, not just the mega cities	We estimate that this will expand the addressable market at least 10x	Lower cost, pay-as-you-go revenue model
Significantly shorter sales cycle	Strong endorsement by the market after launch	Extensive press coverage

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Gemineye ANPR

- The smartphone app that offers cities and authorities worldwide an affordable, highly accurate solution for **Automatic Number Plate Recognition (ANPR)** and other smart city solutions, literally in the palm of their hands.

- By using off-the-shelf smartphones mounted using off-the-shelf mounting kits and white light illuminators, Gemineye can deliver high levels of ANPR performance

- Designed to offer flexibility, scalability and affordability to all cities globally

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Gemineye Kerbside

- A smartphone in a patent pending enclosure powered by solar/battery/mains power, running Gemineye apps

- The data is sent to our cloud hosted software, SenBOS, for integration with downstream smart city applictions

- Powered by SenSen AI to deliver the most advanced smart city monitoring solutions, including:
    - unauthorised rubbish dumping
    - illegal parking on streets
    - detecting vehicles of interest
    - determining occupancy of car parks
    - smart surveillance for citizen safety, eg. detecting people driving bikes on foot paths
    - generating amazing time-lapse images... and more

- Applications are limited only by imagination

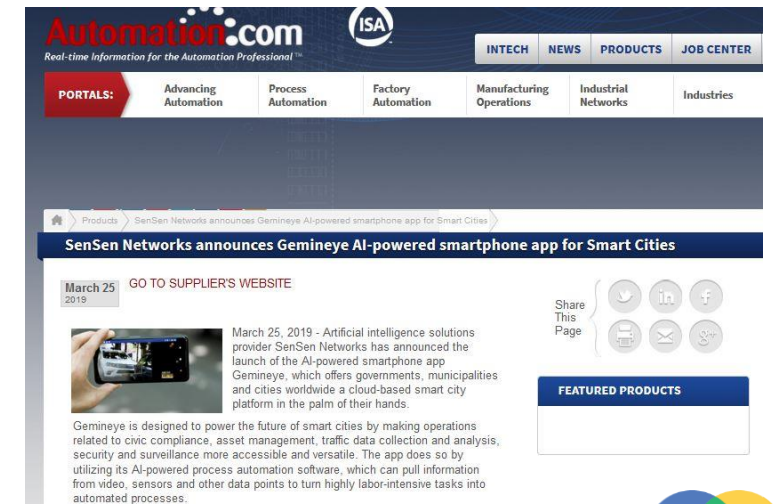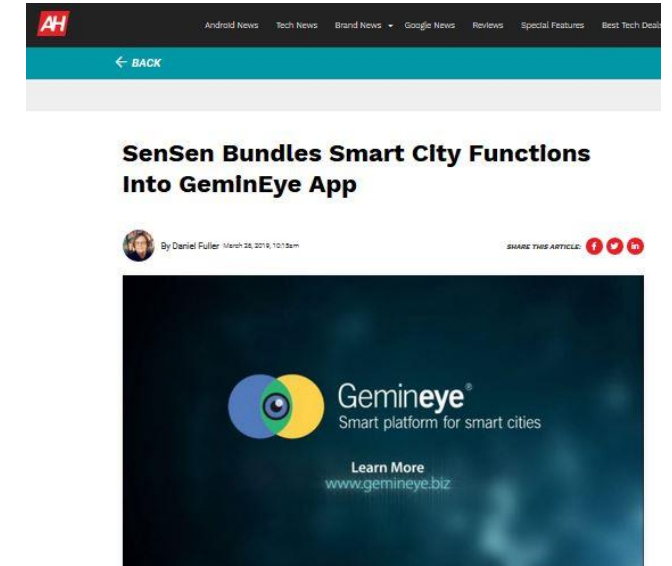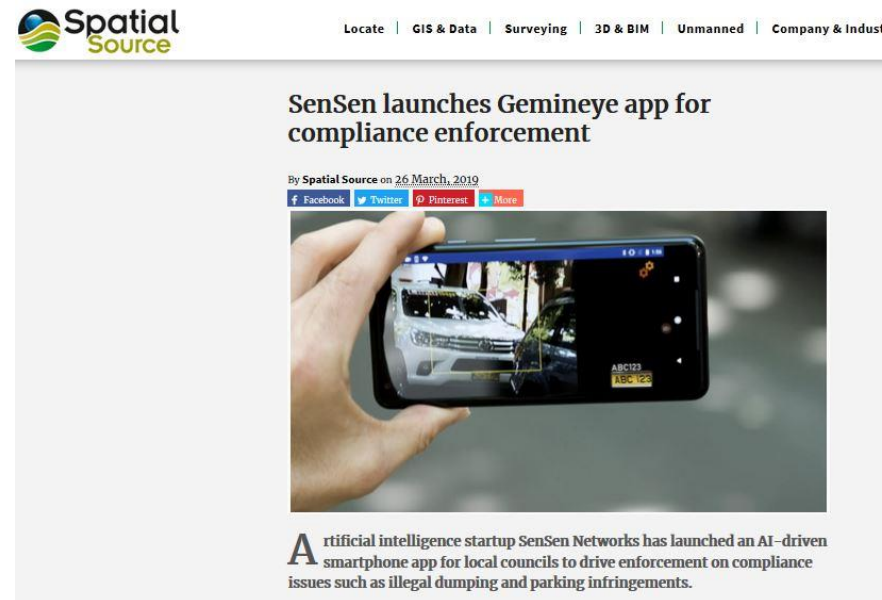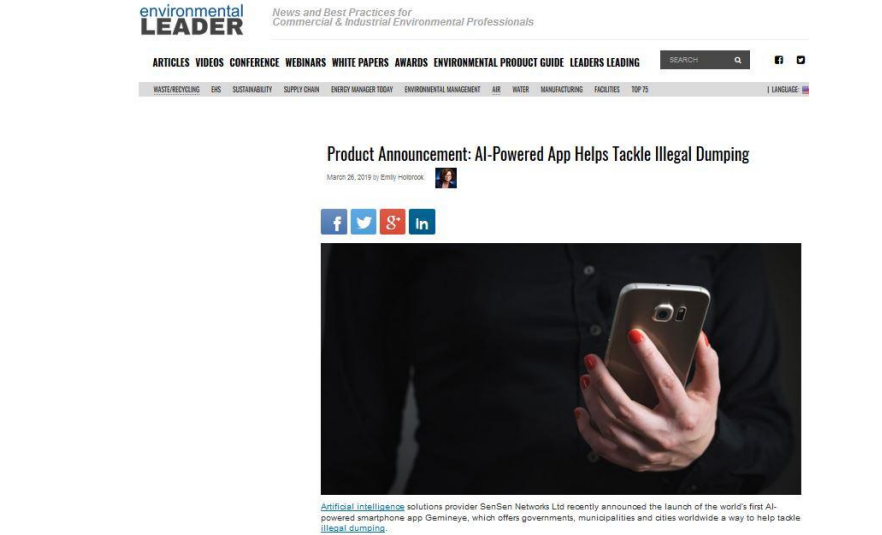- It takes less than one hour to have a fully installed system delivering results

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A disruptive product offering enabling cities of all sizes and budgets to become smart

Extensive Recent Press Coverage

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Key Product: SenGAME

SenGAME revolutionises table game operations in casinos, allowing customers to accurately monitor traffic inflow and analyse the impact of non-gaming events.

Delivers accurate, immediately actionable insights regarding:

- Table activity and occupancy heat maps
- Floor yield management, hands per hour and dealer KPIs
- Type and value of every bet placed on the gaming floor
- Fraud detection
- Loyalty and accurate rating of players
- Bonus bets, jackpots and cash drop

SenSen's patent pending AI algorithms

For information on all products, visit
www.sensennetworks.com

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Competition – Casino Table Games
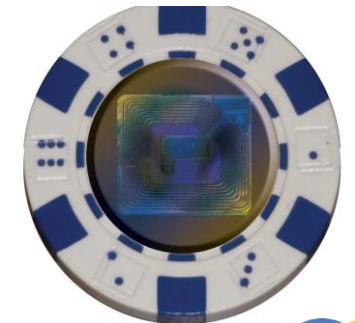

SenSen Solution

lift your game

SenSen Networks SenGAME 3.0 delivers the highest accuracy of mixed stack height valuation including back betting. It is a plug and play solution which retrofits to existing tables that does not require changes to layouts, chips, dealer or player behaviour. It is inconspicuous and cost effective which is easy to install, calibrate and maintain.

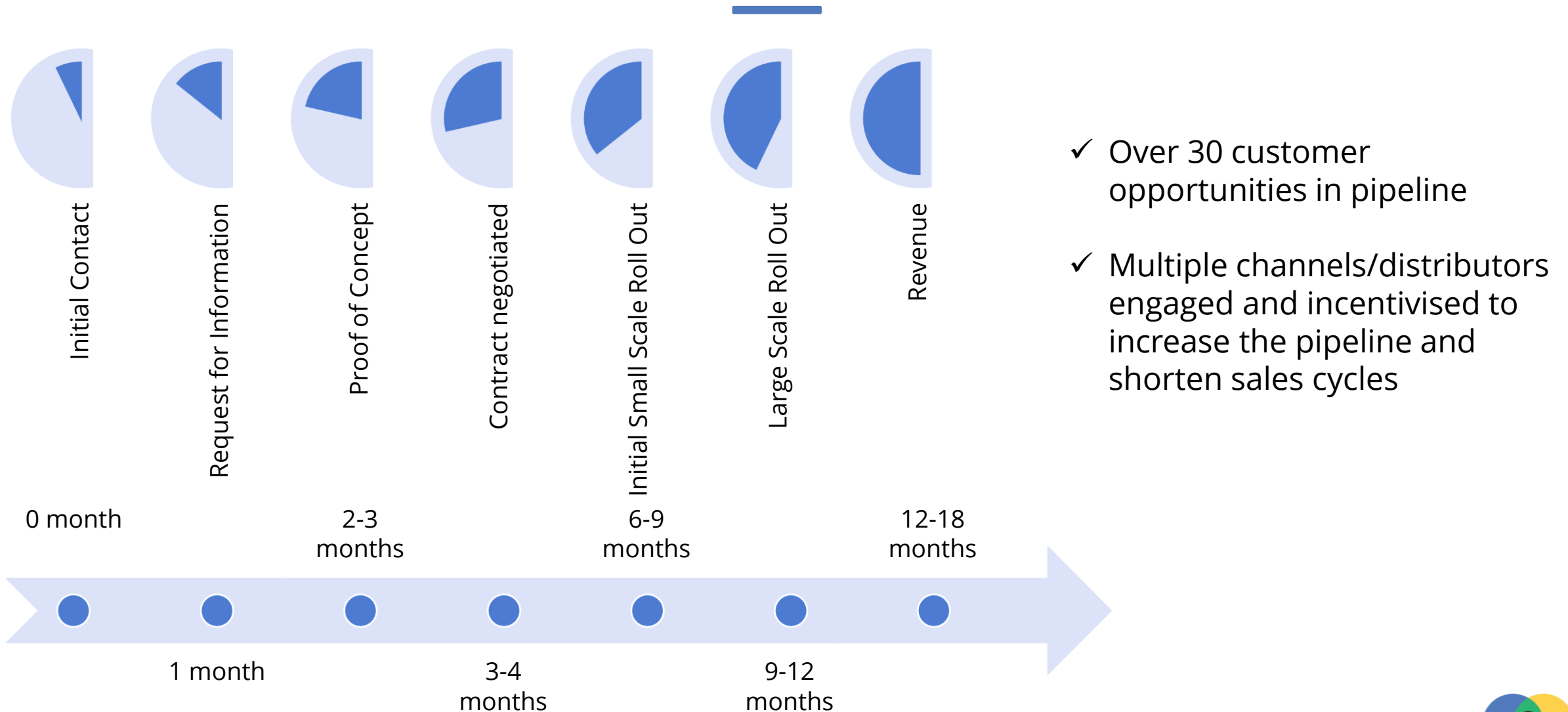Visit us during G2E Vegas at Stand #2236 for a live demo
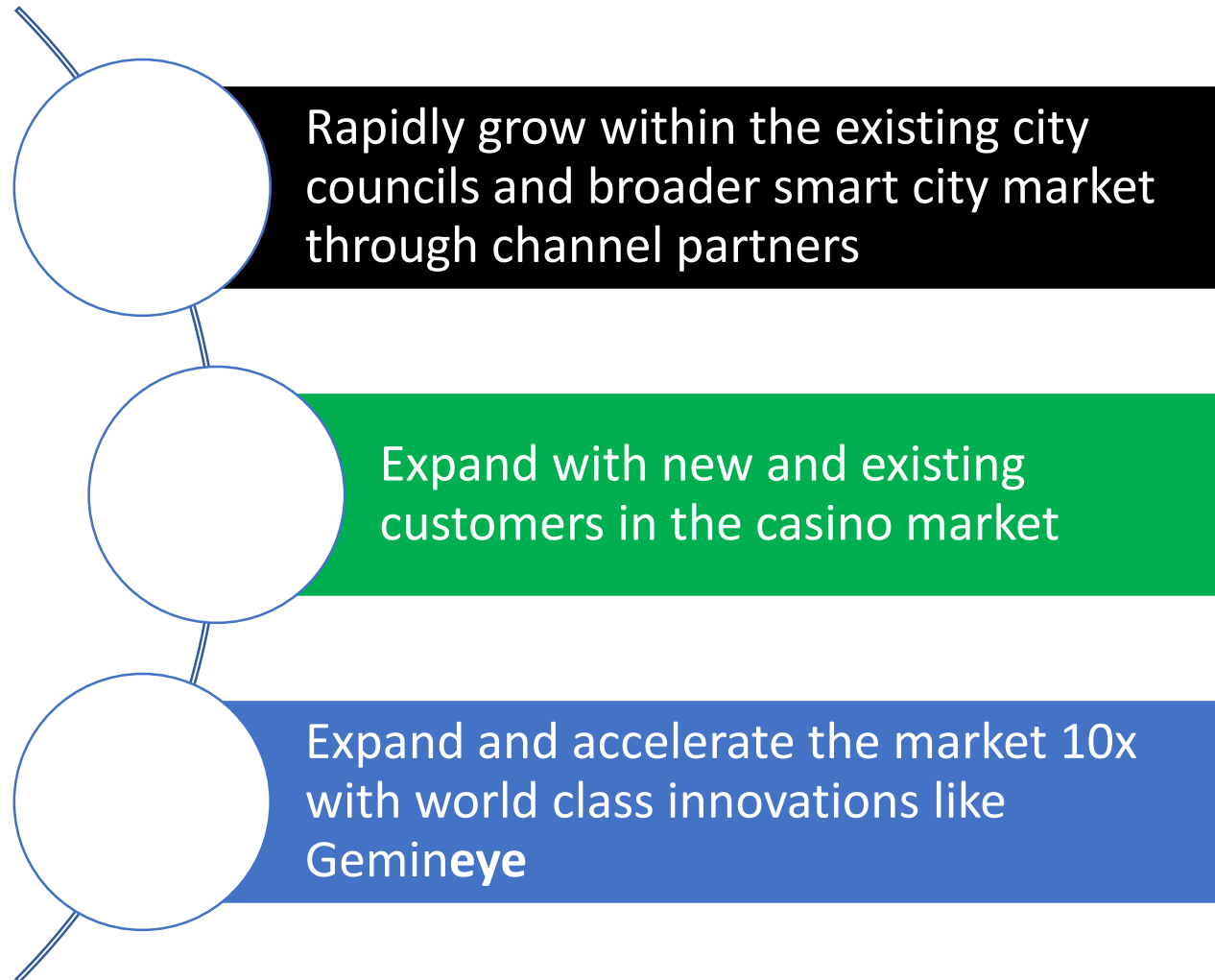
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- SenSen Solution
    - is a complete retrofit – no change to the table or layout
    - A smart phone in a case... nothing more
    - Low cost and highly accurate
- Competitor
    - RFID chips, readers under the table
    - Extremely expensive

Casino Market - Sales Pipeline

Initial Contact

Request for Information

Proof of Concept

Contract negotiated

Initial Small Scale Roll Out

Large Scale Roll Out

Revenue

✓ Over 30 customer opportunities in pipeline

✓ Multiple channels/distributors engaged and incentivised to increase the pipeline and shorten sales cycles

0 month

2-3 months

6-9 months

12-18 months

1 month

3-4 months

9-12 months

SenSen Growth Strategy

Rapidly grow within the existing city councils and broader smart city market through channel partners

Expand with new and existing customers in the casino market

Expand and accelerate the market 10x with world class innovations like Gemin**eye**

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New Customer Wins – FY19

Smart Cities

City of Cairns

ATB (Canada)

YMCA (Canada)

Riyadh

EVT (Thailand)

Casinos

Solaire Casino (Philippines)

Macau casino group

eConnect (USA)

SenSen has established a strong sales pipeline with **more than 150 active opportunities**. Every new customer adds to SenSen's recurrent revenue stream

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Summary

Positives
- Large growing market
- Strong recurrent revenues
- Good upfront revenue
- Strong upsell opportunities
- Sticky customers - high life time value
- Accelerated momentum via reseller/distribution channels

Challenges
- The high cost and value of solutions has limited the existing market to large cities only
- Long sales cycle
- Tender driven - high level of uncertainty in the sales process
- Time to revenue 12-24 months from initial contact

Outlook
- Investing in breakthroughs like Gemineye will overcome the challenges outlined above
- Investing into empowering and incentivising channels to market will accelerate sales in the traditional large city and enterprise markets
- Invest in people and processes to support the increasing momentum

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make
cities smarter
and
enterprises more efficient

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