



sensennetworks[®]

Making Cities Smarter

AGM Presentation

(ASX: SNS)

November 2019

SenSen solutions
make
cities smarter
and
enterprises more efficient

Major Milestones Achieved Since Last AGM

- Smart Cities Vertical

- Launched US operations with first US customer - Chicago Parking Meters.
- Acquired 1 new smart city customer a month for the last 7 months - Cairns, Gold Coast, Tweed Heads, Geelong, Chicago Parking Meters, Singapore LTA, Qatar, and the positive momentum is set to continue for the rest of the year.
- Existing customers continue to expand their deployments and use cases - Brisbane and Logan ordered additional Systems, LTA Singapore, Calgary Parking, and the momentum is set to continue
- Successfully completed video-tolling trials with Transurban for Citylink tolling and currently exploring long-term commercial partnering opportunities.
- Gemineye - our disruptive new product offering had a highly successful launch and attracted its first paying customers.
- Multiple agencies around the world have successfully completed trials and currently negotiating commercial terms for post trial roll-outs for Gemineye.

Major Milestones Achieved Since Last AGM

- Retail and Leisure

- Successfully obtained GLI certificate that independently verifies SenGame accuracy - this is essential to offer the SenGame solution to customers in certain geographies
- Acquired first Casino customer in Philippines (Solaire) - initial 30 tables rolled out, discussions progressing about rolling out on 300+ tables
- Completed several successful trials in different casinos around the world and a significant sales pipeline is established for Casinos
- Crown Casino placed new orders to continue to expand their roll out of SenGame 3.0
- Ongoing discussions with potential distribution partners around the world

Major Milestones Achieved Since Last AGM - Corporate

- Secured first substantial institutional investor on the register - JM Financial Group Ltd
- Launched US operations with first US customer
- Appointed senior sales and project management executives in the US and Singapore
- Invented and launched new disruptive product - Gemineye
- Enhanced global distribution and partner networks to generate additional opportunities pipeline and drive more rapid sales of SenSen products
- Established new headquarters in Abbotsford, Melbourne, to facilitate scaling of operations and dedicated R & D Centre



Revenue Momentum – FY 2020

Revenue Generating Contracts and new Orders under Execution for FY 2020 (as at 29 th Nov 2019)	Value ~\$3.5M+
Duncan Solutions (Cairns, Gold Coast, Tweed Heads, Geelong)	\$1M
Direct City Customers (Brisbane, Logan, Ipswich, RMS)	\$1M
North America (Edmonton, Chicago, Calgary)	\$800K
Singapore - ATT, Beaqon, STE	\$200K
Casinos (Crown, Solaire, Les A)	\$500K

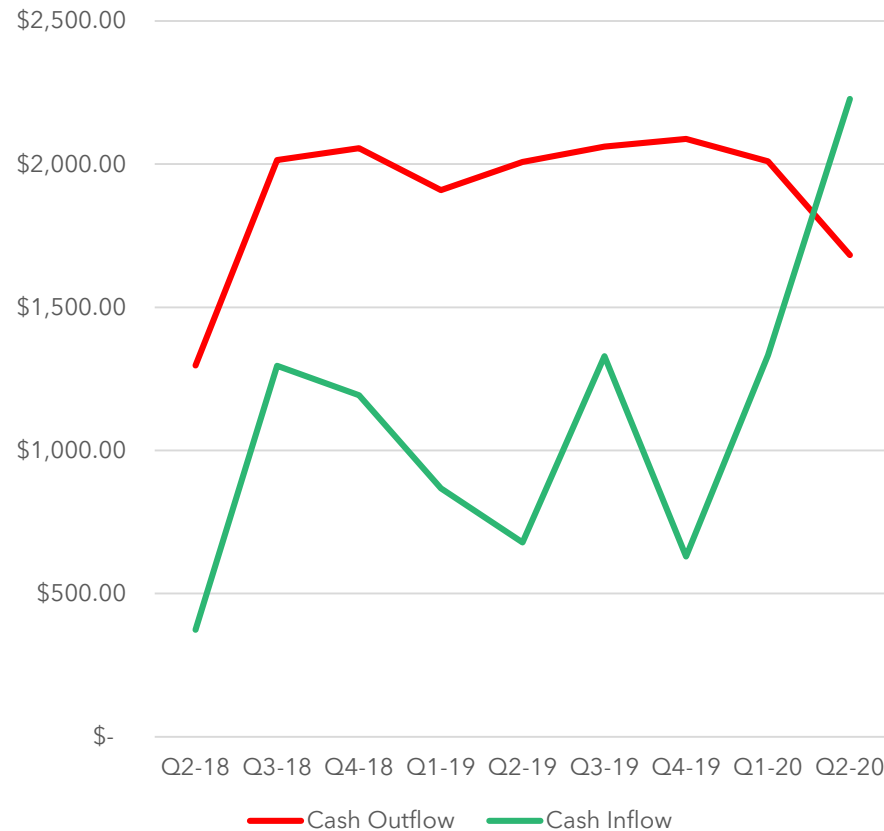
All our customers contribute significant ongoing recurring annual software license and maintenance revenue underlined by multi-year “sticky” contracts.

The life-time value of all our smart city customers is a significant multiple of the original contract value.

Based on our sales and order pipeline, we are expecting the revenue momentum to continue for the rest of the financial year.

Cashflow analysis

Cashflow Since Listing in October 2017



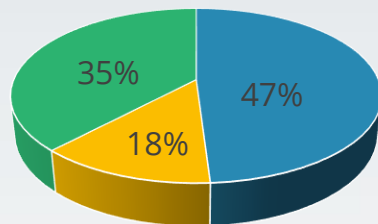
- Our cash-outflows average \$2m per quarter since listing
- Implementing stringent discipline around cash-flow management has reversed this trend and we had our lowest net cash outflow since listing in the last quarter.
- Implementing stringent product and project delivery measures has resulted in significant improvement in the delivery timelines of our solutions and thus improved the speed of cash receipts from customers.
- Sept. 2019 Quarter
 - Highest ever cash receipts from customers with trend continuing for Dec. 2019 quarter
 - Lowest ever net cash outflow with trend continuing for Dec. 2019 quarter
- We are well on our way to support rapid scaling globally

SenSen Corporate Snapshot

Year to date share trading price and volume

ASX STOCK CODE	SNS
Listing date	18-Oct-17
Share price as at 28 November 2019	AU\$0.091
Unlisted options	31.5m
Issued shares	421.7m
Fully diluted market cap	AU\$41m

Share register



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



Our Business

Making City Operations Smarter

MEGA CITIES

PROVINCES

CITY
COUNCILS

NATION
CITIES



MINI CITIES

AIRPORTS

CASINOS

UNIVERSITIES



MICRO CITIES

SHOPPING
CENTRES,
HOTELS

SKI RESORTS,
NATIONAL
PARKS

ART CENTRES,
LIBRARIES



Our Customers

Portfolio Customers

- ✓ City of Brisbane
- ✓ City of Cairns
- ✓ City of Tweed Heads
- ✓ City of Calgary
- ✓ City of Edmonton
- ✓ City of Geelong
- ✓ City of Gold Coast
- ✓ City of Ipswich
- ✓ City of Logan
- ✓ City of Singapore (LTA)
- ✓ City of Trondheim
- ✓ Changi Airport
- ✓ Abu Dhabi Airport
- ✓ Chicago Parking Meters
- ✓ DoT NSW, Australia (RMS)
- ✓ Town of Victoria Park
- ✓ National Parks of NSW
- ✓ Transurban
- ✓ Solaire Casino
- ✓ Crown Casino



Global Footprint



Corporate Office

Level 1, 9 Harper Street,
Melbourne, VIC 3067, AU
Tel: +61 3 9417 5368

Branch Office – Sydney

3 Spring Street,
Sydney, NSW 2000, Australia
Tel: +61 3 9417 5368

Branch Office – India

HSR Summit, 1st Floor,
H.No.8-2-603/23/3 & 15,
Road No-10, Banjara Hills,
Hyderabad, India 500034
Tel: +91 40 2988 2270

10 Locations in Australia

| 19 Locations Outside Australia

Revenue Model



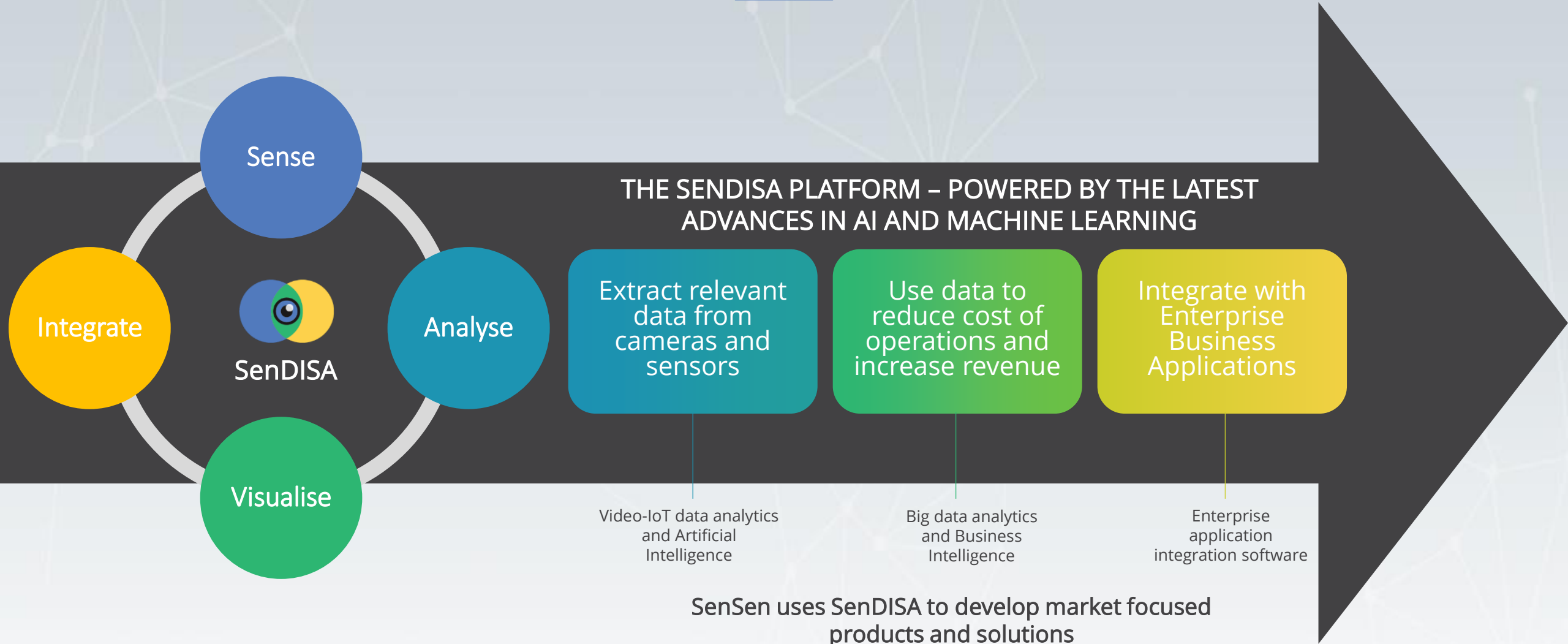
CAPEX



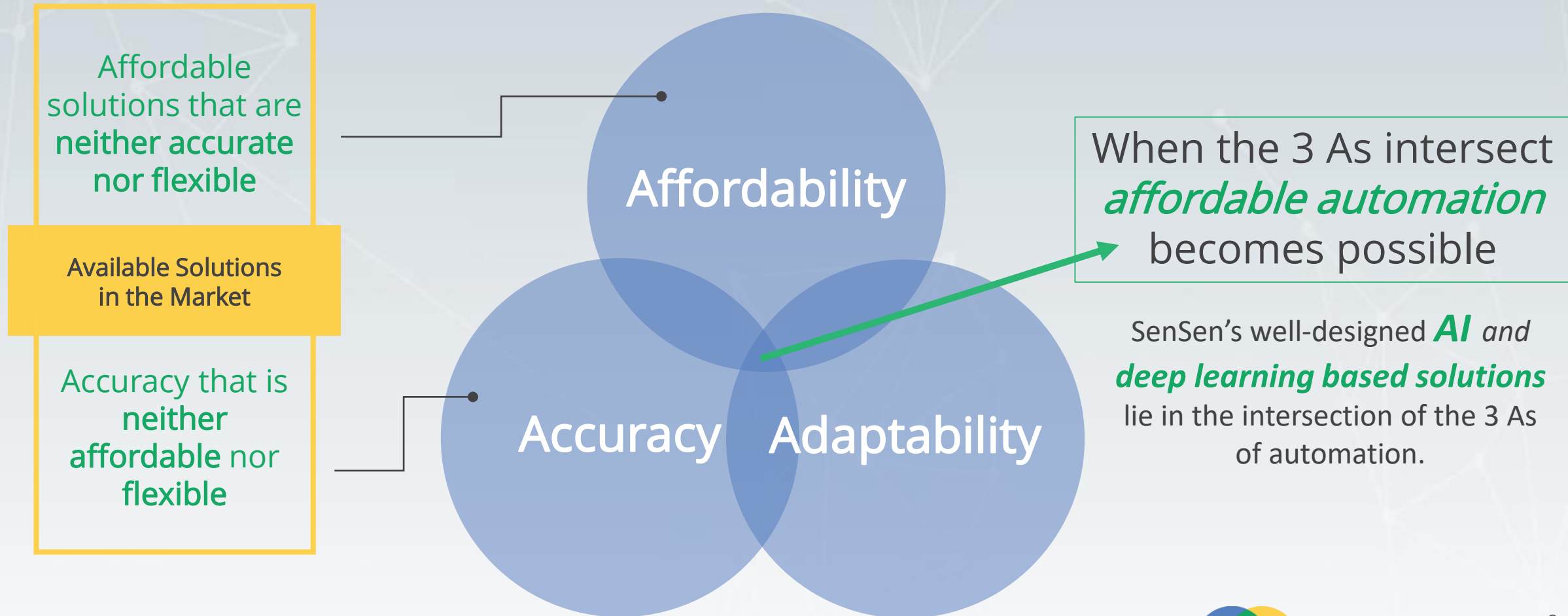
OPEX

(Software As A Service)

Our Technology



SenSen AI and the 3 As of Automation



Globally Recognised



SMART CITIES
CONNECT
FOUNDATION



Asia-Pacific:

2014, 2015, 2017
innovation awards

International:

2018 Global Smart 50
Award
Winner – Intelligent Video
Analytics

USA & Global:

Foundation Partner,
NVIDIA Metropolis
Partner Program

Our Key Offerings

SenForce

Mobile *Automated* Bylaw Enforcement

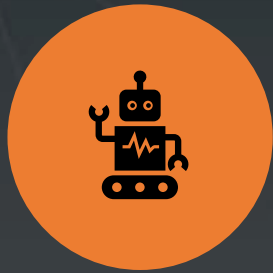


Automated enforcement of every bylaw related to parking, including no-stopping, clearways, school zone, bus/taxi zones in addition to paid/permit parking enforcement.

SenForce Customers

- There are over 40 SenForce vehicles in the world
- Recent customer wins for SenForce include:
 - Chicago Parking Meters
 - Cairns
 - Gold Coast
 - Geelong
 - Tweed Heads
- Recent SenSign surveys completed
 - Geelong, Gold Coast, Brisbane

Customer use cases where conventional solutions do not work or exist



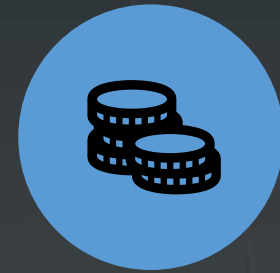
NEED INTELLIGENCE AND
AUTOMATION



WHERE THERE IS NO
POWER



WHERE THERE IS NO
INFRASTRUCTURE TO
MOUNT CAMERAS/SENSORS



LIMITED BUDGET

Welcome to **Gemineye** – Powered by SenSen



Gemineye[®]

Smart platform for smart cities




Learn More

www.gemineye.biz

Illegal Dumping Detection Application Brisbane





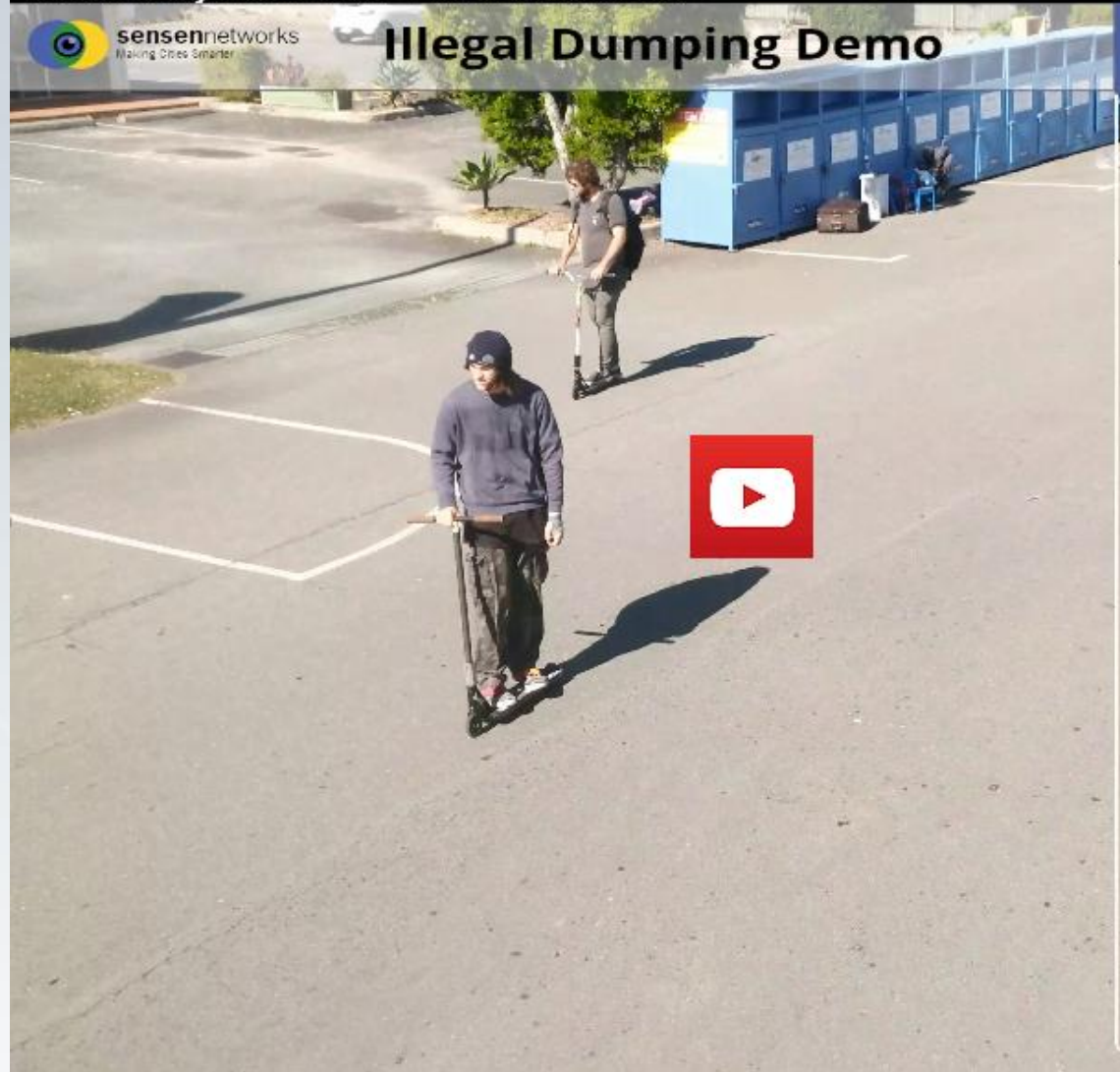
Date: 23 June 2019 Time: 11:16:38

 sensennetworks
Making Cities Smarter

Illegal Dumping Demo

Violations

-  23-06-2019 10:35:20
-  23-06-2019 10:43:51

A wide-angle video frame showing a parking lot with several blue recycling bins in the background. A person wearing a dark hoodie and a cap is riding a scooter towards the camera. A red YouTube play button icon is overlaid on the center of the frame. The date and time 'Date: 23 June 2019 Time: 11:16:38' are displayed at the top. The sensennetworks logo and 'Making Cities Smarter' tagline are in the top left. The title 'Illegal Dumping Demo' is in the top center. A 'Violations' section on the right shows two smaller video thumbnails with timestamps: '23-06-2019 10:35:20' and '23-06-2019 10:43:51'.



Navigation: Dashboards, Devices, Search, View, User Admin, Log Out

Education City						Khalifa				
LOT	P33	P34	P35	P36	P37	LOT	P41	P42	P43	P47
Entry	0	0	0	0	0	Entry	0	0	0	0
Exit	0	0	0	0	0	Exit	0	0	0	0

Al Sadd			Duhail		
LOT	P55	P56	P57	LOT	P61
Entry	0	0	0	Entry	1220
Exit	0	0	0	Exit	795

System Alarms Venues:

Alarms	Created	Device

Device Locations

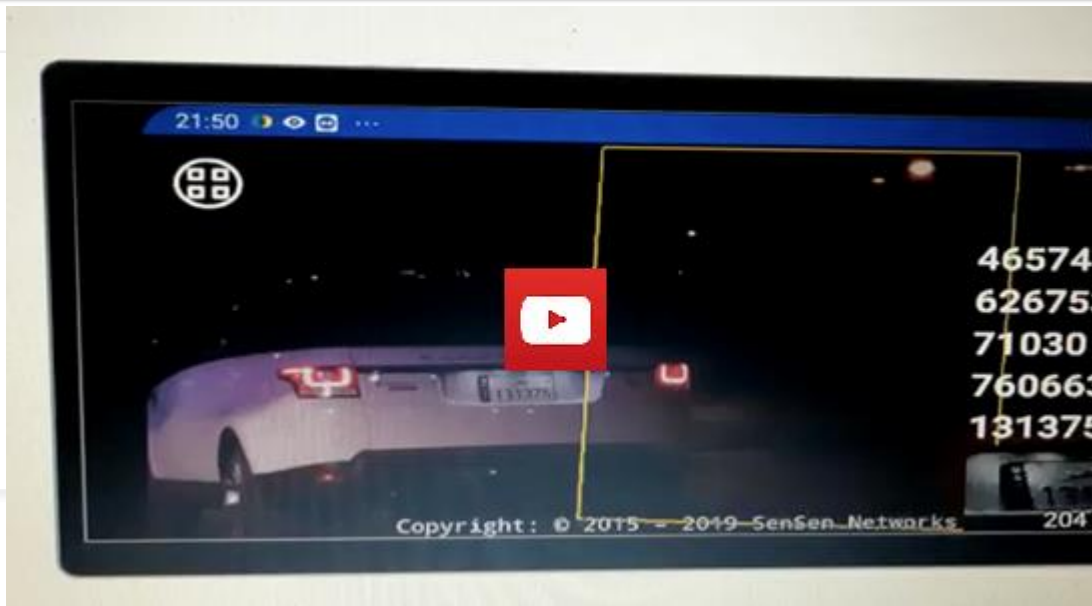
Latest Detection 11/27/2019 21:39:21 PM

Venue	Carpark	Camera	OCR	Plate Image
duhail	P61	P61_entry_356191100091831	743350	

Enabling applications that were simply not possible before

First commercial deployment in Nov 2019:

Ad hoc traffic survey in Qatar



Cost Effective Vehicle Mounted License Plate Recognition Solution

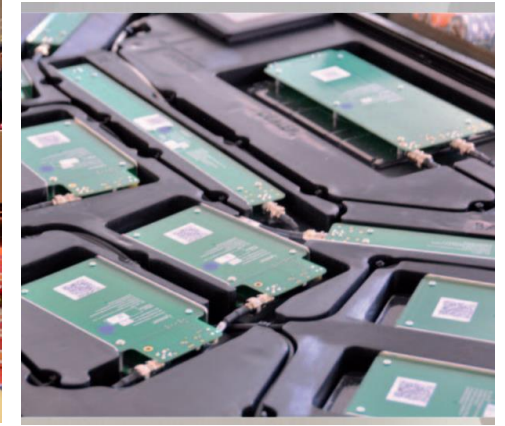


Gemineye - Disruptive Technology with Huge Market Opportunity

- Current Gemineye Trials

- USA – Monitoring e-scooter littering and enforcement & Parking enforcement
- Singapore – Compliance around off-street parking
- India – Toll Enforcement
- Dubai – Traffic Survey Applications
- Canada – Carpark Occupancy
- Norway – Parking Enforcement
- Australia – Policing Applications
- New Zealand – Carpark Occupancy
- Thailand – Monitoring footpaths for dangerous vehicle intrusions

SenGame 3.0



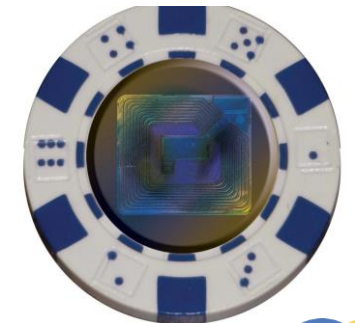
lift your game

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



- SenSen Solution
 - is a complete retrofit – no change to the table or layout
 - A smart phone in a case...or a pinhole camera in a pole and nothing more
 - Low cost and highly accurate
- Competitor
 - RFID chips, readers under the table
 - Extremely expensive





AI and deep machine learning

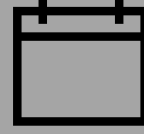


SenGame Solution

SenGame Update



Completed 30 table roll-out at Solaire Casino



Additional 40 table roll-out order received from Crown Casino



Two table paid trial roll-out in progress in Les Ambassadeurs Casino in UK – with a full roll-out across the casino's 25 tables expected to follow the trial



Ongoing positive discussions underway with multiple global distributors to accelerate sales in the Casino business

SenSen's Corporate Timeline

- Spin off from University of Technology, Sydney
- Patents and IP transferred to SenSen

2007

- Commercialisation within Smart City market segment
- Road Safety Solutions (P2P speeding)
- Smart Surveillance (Airports)
- Shopping Centres

2011-2012

- Commercialisation within Casino market segment
- Established partnership with Crown Casino
- Listed on ASX

2016-2017

- Expand business to Canada, Australia & Singapore
- Completed development of SenGAME solution for Crown Casino

2018

- Strengthen market position with 12 international conferences & industry expo
- Focus on market-leading innovations
- Expand global distribution channels

2019



SenSen's Board of Directors



Dr. Subhash Challa
Executive Chairman,
Founder

Subhash is a world leading authority in data science specialising in the analysis of video and sensor data with a focus on solving everyday business problems.



David Smith
Executive Director & Company
Secretary

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.



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.



Jason Ko
Non-Executive Director

Jason has 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.



Heather Scheibenstock
Independent 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.

>> [Read More @ www.sensennetworks.com/directors](http://www.sensennetworks.com/directors)



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Making Cities Smarter

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