

#### The who

We are the world leaders in **delivering productivity and safety solutions** to Cities, Citizens and Corporations

# Our Secret Sauce

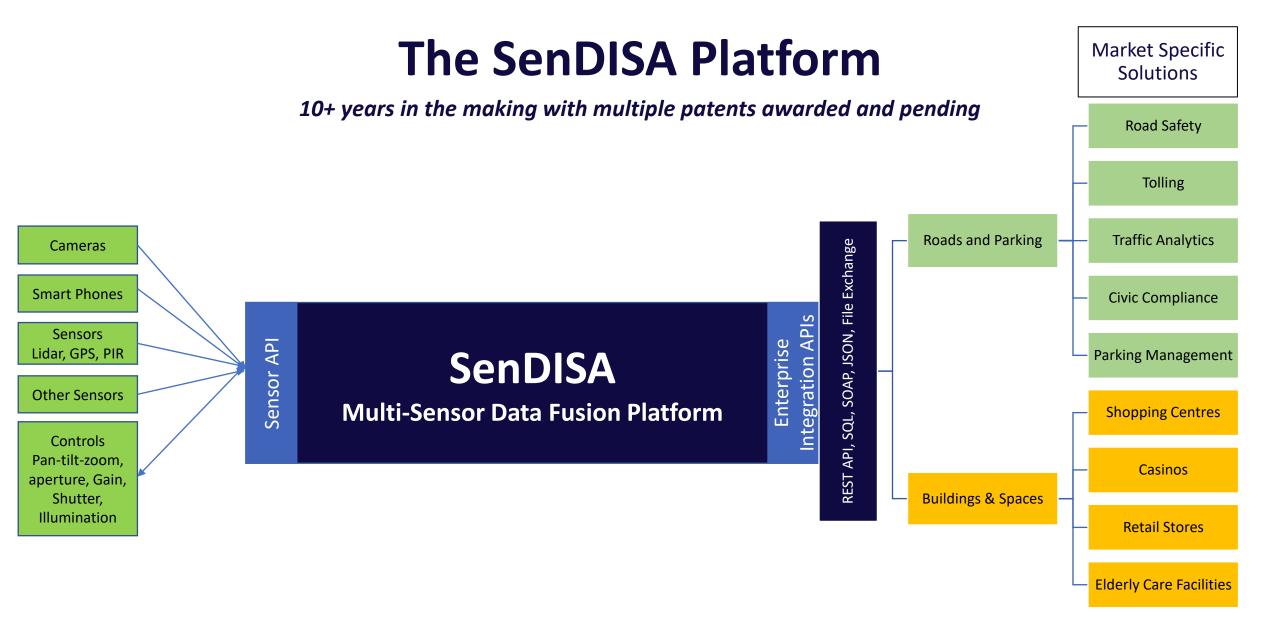
The SenDISA Software Platform

A reconfigurable data fusion software

that interfaces with cameras and sensors to
extract accurate & actionable insights to help
improve productivity & safety of our customers



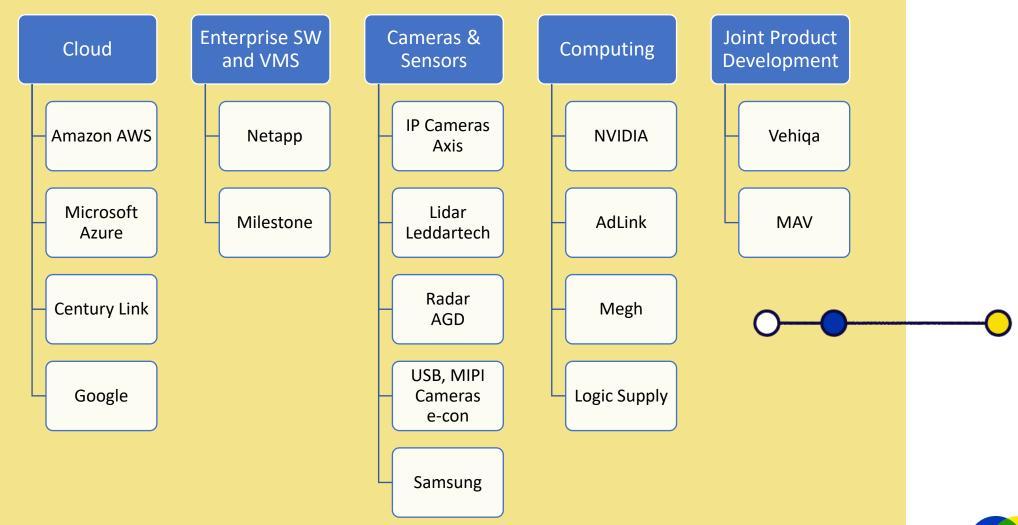




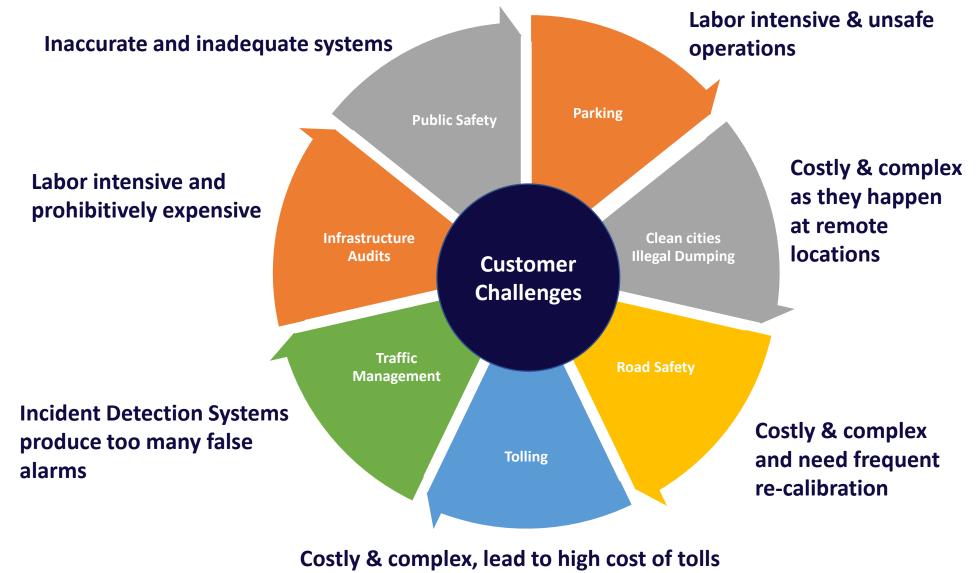
It's a Multi-Camera, Multi-Sensor Data Fusion software platform that can be reconfigured on demand to meet multitude of customer use case requirements



#### **Solution Partners**



### Market Focus - I Roads and Parking





Market Focus - II Buildings & Spaces

Existing solutions need significant human effort. Automated solutions are expensive and not accurate enough

Bluetooth and other means used are inaccurate and depend on high levels of compliance



Scheduled cleaning is costly. No solution exists to clean facilities

**Existing solutions are** 

expensive and

inaccurate

**Inaccurate Systems** 



#### **Our Representative Customers**

**Australia** 



Canada

**USA** 

















**Casinos** 







### **Roads & Parking**

# Market Segment: City councils



### The Problem Improve Productivity & Safety of parking operations

Improve Staff safety when on enforcement duties

Expand coverage to include all areas

Reduce Congestion caused by Illegal Parking



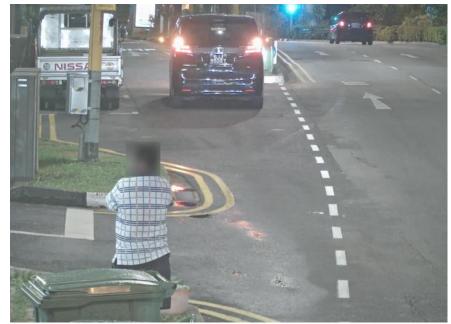
There are no off-the shelf products or solutions to address these problems in a holistic way







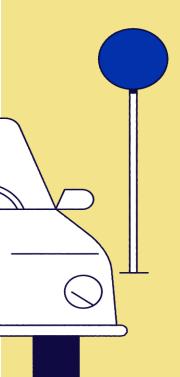


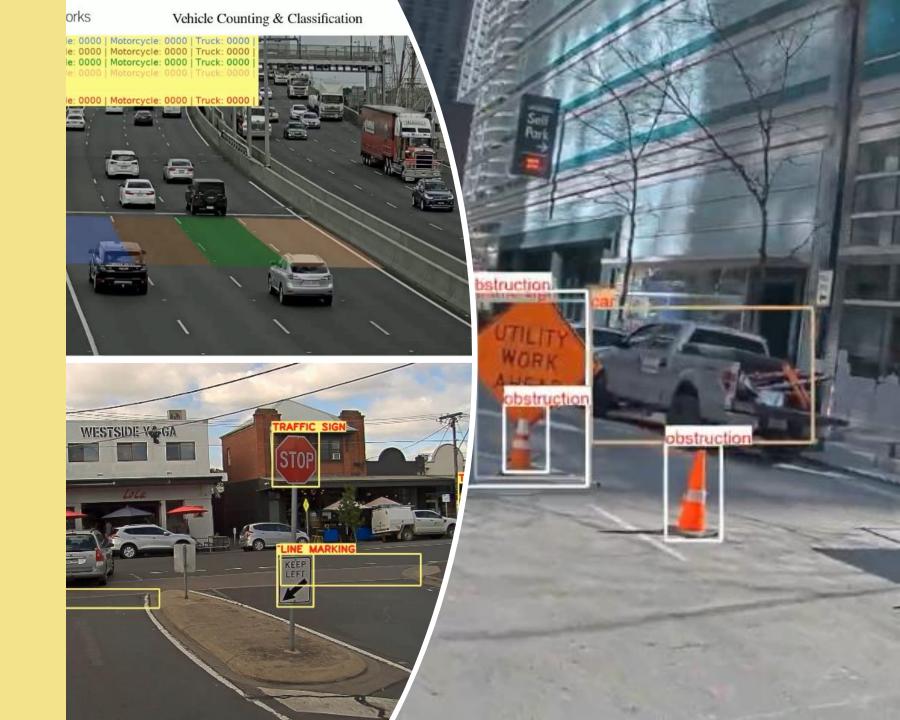


CCTV based City By-laws Enforcements

# Value Added Solutions

- Sign & Asset Audits
- Traffic Surveys





### **Roads & Parking**

# Market Segment: Road Authorities



#### The Problem

Delivering on Vision Zero (road safety) outcomes to communities is expensive

Detect Speeding,
Distracted Drivers using
single integrated device

**Rapidly Deployable** 

**Cost Effective** 



Existing solutions are costly, complex, needing frequent re-calibration and use disparate devices to monitor different aspects



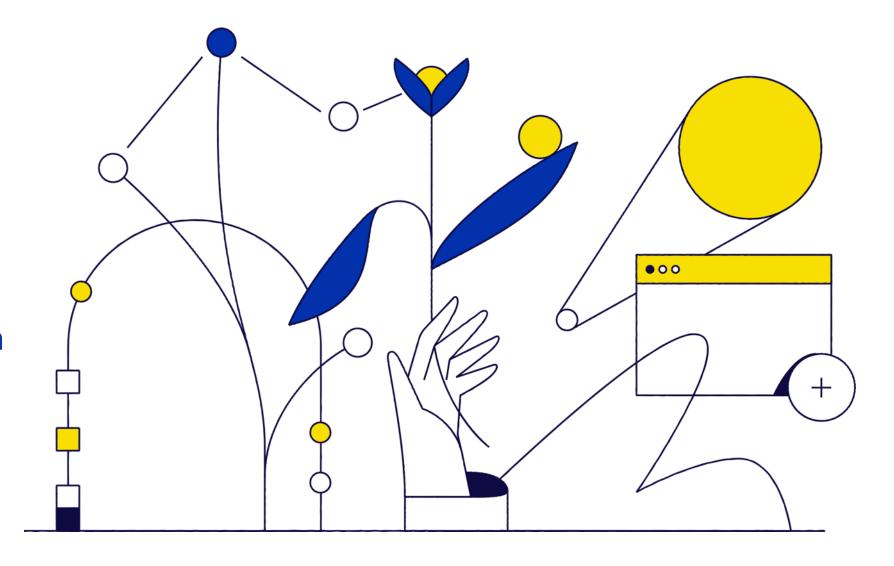
#### SenSen Solution

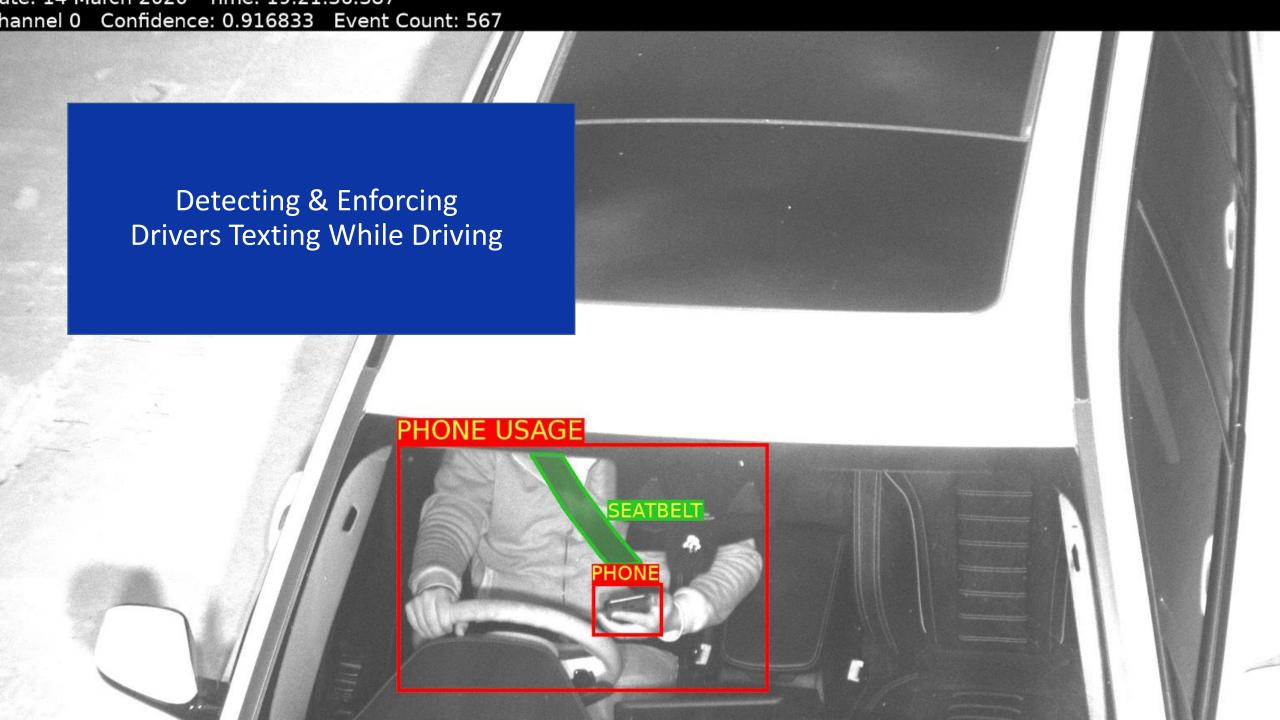
A Single Integrated low power solution that can rapidly deployed to detect all traffic violations like speeding vehicles, distracted drivers, red light violations and others

A SenDISA Platform Configuration

# SenSen's Vision Zero Product Line

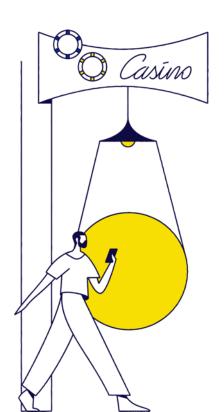
Powering Global Vision zero initiatives
Vision Zero – A global initiative to take Road
Accidents to Zero





### **Building & Spaces**

# Market Segment: Casinos



#### The Problem

Cost effective ways to extract customer insights in real-time

Tracking Table Occupancy

Live Bet Tracking

Floor Yield Management

Side Bet Tracking

Rating Players
Accurately



There are no off-the shelf products or solutions that can cost effectively extract customer insights in real-time



A cost-effective and highly accurate solution that can be retrofitted to existing casinos gaming tables and extract all relevant customer activity data in real time.

A SenDISA Platform Configuration



#### **Our Revenue Sources**

#### **Software License – SaaS Annual Recurring Revenue**

- Edge analytics software
- Back office software

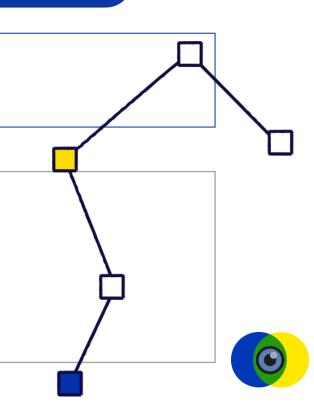
Majority of our Revenue (over 60%) is Annual Recurring and growing

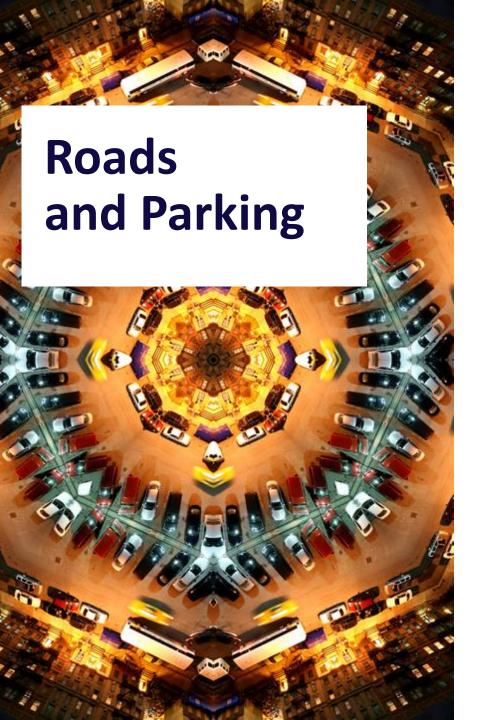
#### Hardware

Prepackaged Hardware Solution

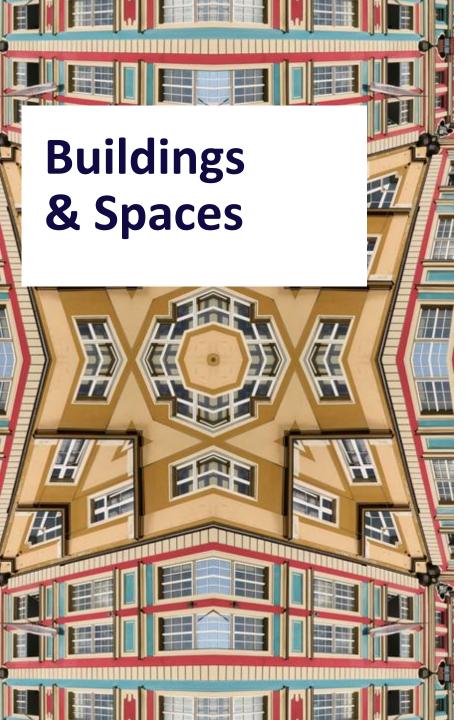
#### Professional Services – Upfront & Ongoing on need basis

- Technology Trials
- Solution design services
- Software installation & Configuration
- Software customization services
- UAT support





Current Customers Generating ARR						
Customers	Parking	Clean & Green	Road Safety	Tolls & Traffic	Infra Audits	Public Safety
Las Vegas, USA	Х				X	
Calgary, CA	Х					
Edmonton, CA	Х					
Brisbane, AU	X	X			X	
Gold Coast, AU	X				X	
Cairns, AU	X					
Geelong, AU	X				X	
Tweed Heads, AU	X					
Hills Shire, AU	X				X	
Port Stephens, AU	Х				X	
Logan, AU	Х					
Ipswich, AU	X					
Mt. Kosi., AU	Х			X		
Perisher, AU				X		
Transport NSW, AU			Х			
LTA, Singapore	Х		Х	Х		Х
Nelson City, NZ	Х					
Lumney Centre, NZ	Х					



Current Customers Generating ARR						
Customers	Parking	Clean & Green	Road Safety	Traffic	Public Safety	Customer Insights
Crown Casino, AU						X
Solaire Casino, Philippines						Х
Changi Airport, Singapore	Х		X		X	





New Customers Engaged In Technology Trials						
Customers	Parking	Clean & Green	Road Safety	Tolls & Traffic	Infra Audits	Public Safety
Chicago, USA	Х				X	
Melbourne, AU				X		
TMR Queensland, AU			X			
Transport NSW, AU	Х				X	
Canterbury, NSW	Х					Х
Christchurch, NZ	Х					
Singapore			Х			
Abu Dhabi, UAE			X			
Dubai, UAE				X		
Netherlands, EU	Х					
India				X	X	



### Financial Highlights

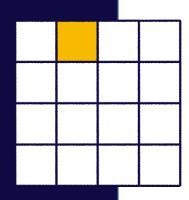


- As of Q1 2020, we have over 20 customers generating ARR;
   grew from 16 in FY 2020, and 8 in FY 2019
- As of Q1 2020, contracted total revenue is \$5.4m of which \$3.3m is ARR
- ARR is ~60% of our total revenue; grew steadily YoY from 35% in FY 2019
- The average ARR per client is ~\$160K per customer
- We had zero churn over the last 3 years
- Almost all existing customers bought additional services increasing our ARR per client over this period
- With 3 more quarters to go, we are well placed to have a record year for both total revenue and ARR

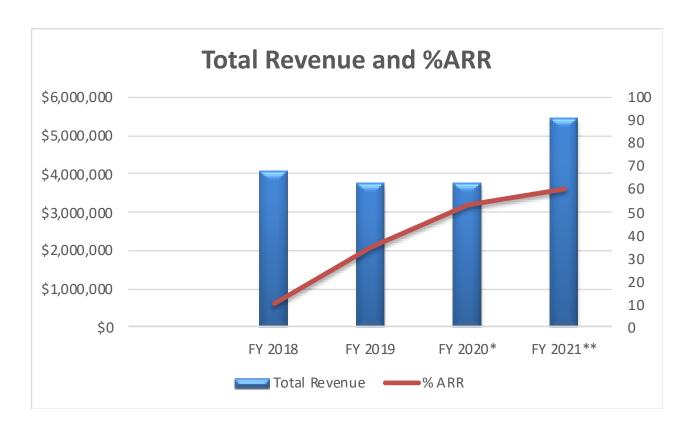


<sup>\*</sup>SenSen's Financial Year is 1 July 2020 - 30 June 2021

# Financial Analysis



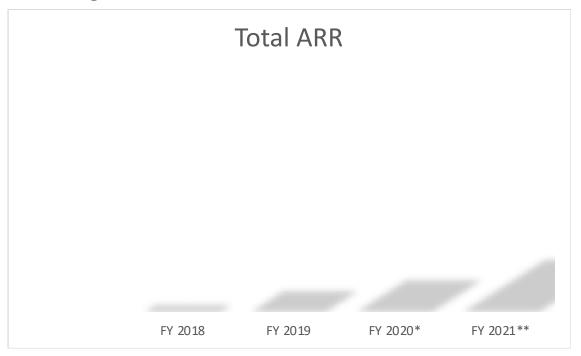
- FY 2020\* numbers are pending final audit
- FY 2021\*\* numbers are based on existing contracts as at Q1 2021
- Additional contracts awarded or modifications to existing customer contracts in the next
   3 Qtrs will change these numbers

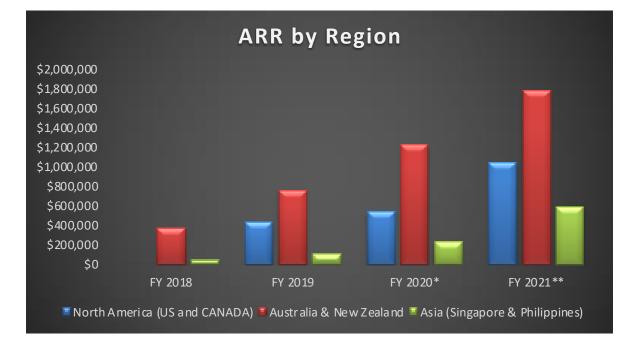




# ARR Growth & Analysis

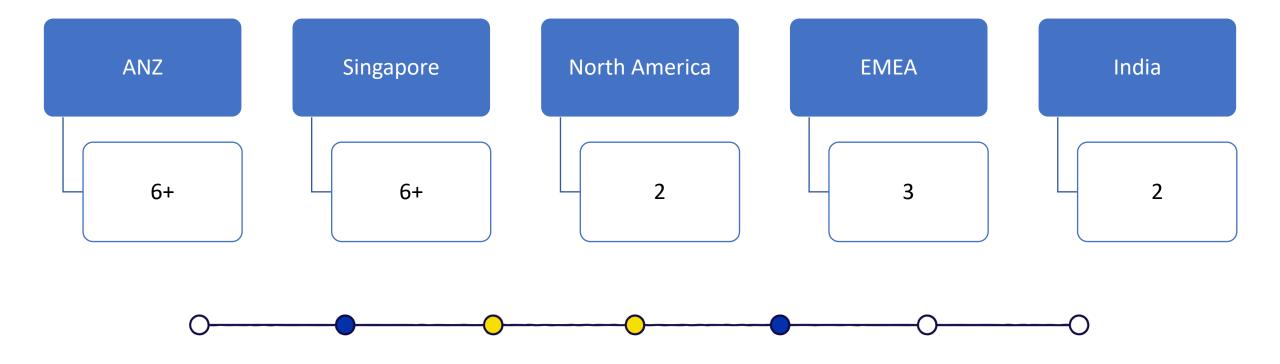
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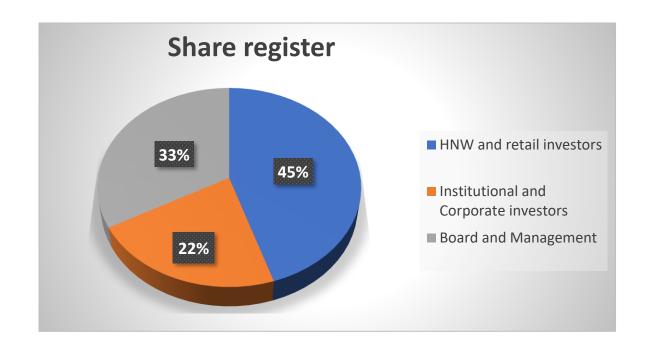
## Distribution Network Driving Growth Through Partnerships





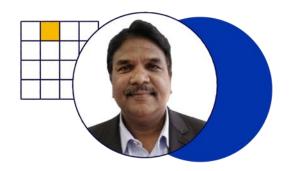
### Corporate Snapshot & Share Register

ASX STOCK CODE OTCQB STOCK CODE	SNS SNNSF
ASX Listing date	18-Oct-17
Share price as at 14 Sept 2020	A\$0.087
Issued shares	450.6m
Unlisted options (A\$0.155 – A\$0.45)	31.4m
Fully diluted market cap	A\$39.2M
Cash at 30 June 2020	A\$2.48M
Top 20 Shareholders	76%
Board & Management	~33%
Total shareholders	1,719





### **Board of Directors**





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



COO Mr David Smith

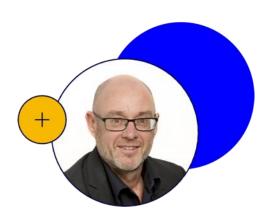
With an extensive background advising companies across all sectors, including tech, industrials and resources, David has driven the evolution of several emerging companies into multi-billion-dollar enterprises.



Executive Director

Ms Heather Scheibenstock

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



Non-Executive Director Mr Zenon Pasieczny

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.



