

Investor Update

General Meeting

15 July 2021

ASX: SNS

OTCQB: SNNF



sensen.ai
solving the impossible

About us

- We are ***sensen.ai*** – world leaders in **Sensor AI** technologies and solutions
- Our vision is to transform peoples' lives with **Sensor AI**
- Our solutions are having transformational impacts on multiple industries including
 - City Councils
 - Casinos
 - Fuel Retail
 - Large-Scale Surveillance facilities
- New solutions under development are expected to have similar impacts on many more industries.



An aerial photograph of a city street, likely in Los Angeles, showing a long row of palm trees lining a road with cars. In the background, a city skyline with several tall buildings is visible under a clear sky.

SenSen Technology Leadership Sensor AI

A branch of **AI** that deals with the ***analysis*** and ***fusion of data*** from ***cameras, sensors and other data sources*** to solve problems that were once considered impossible.
*SenSen built a horizontal platform, **SenDISA**, that can transform every industry.*

Our Focus Scaling Rapidly

Near Term – 1 to 2 years

- Invest into marketing and sales channel development
- Invest into productization of our world leading products
- Accelerate growth in smart cities and casino markets
- Target and achieve 100+ customers generating ARR

Medium Term – 2 to 4 years

- Invest into our technology platform to make it robust and scalable to multiple adjacent markets

Longer Term – 3 to 5 years

- Open our platform to 3rd party application developers to develop new applications and open new markets above and beyond our target markets
- Invest into building the application developer ecosystem to exponentially increase the customer base and associated revenues



Our Target Markets

Very Large & Growing



Smart Cities



Casinos



Smart Surveillance



Retail





Key customers: Brisbane, Singapore, Las Vegas, Chicago, Calgary, Edmonton
35+ Cities Globally

Smart Curb Management

Smart Parking

Road Safety

Traffic & Tolling

Infrastructure Audits

Total Addressable Market: There are 10,000+ cities Globally
(Source: www.nextcity.org & World Urban Forum 10)

Our Focus – Grow from 35+ Cities to 100+ Cities in 2-3 years





Smart Cities

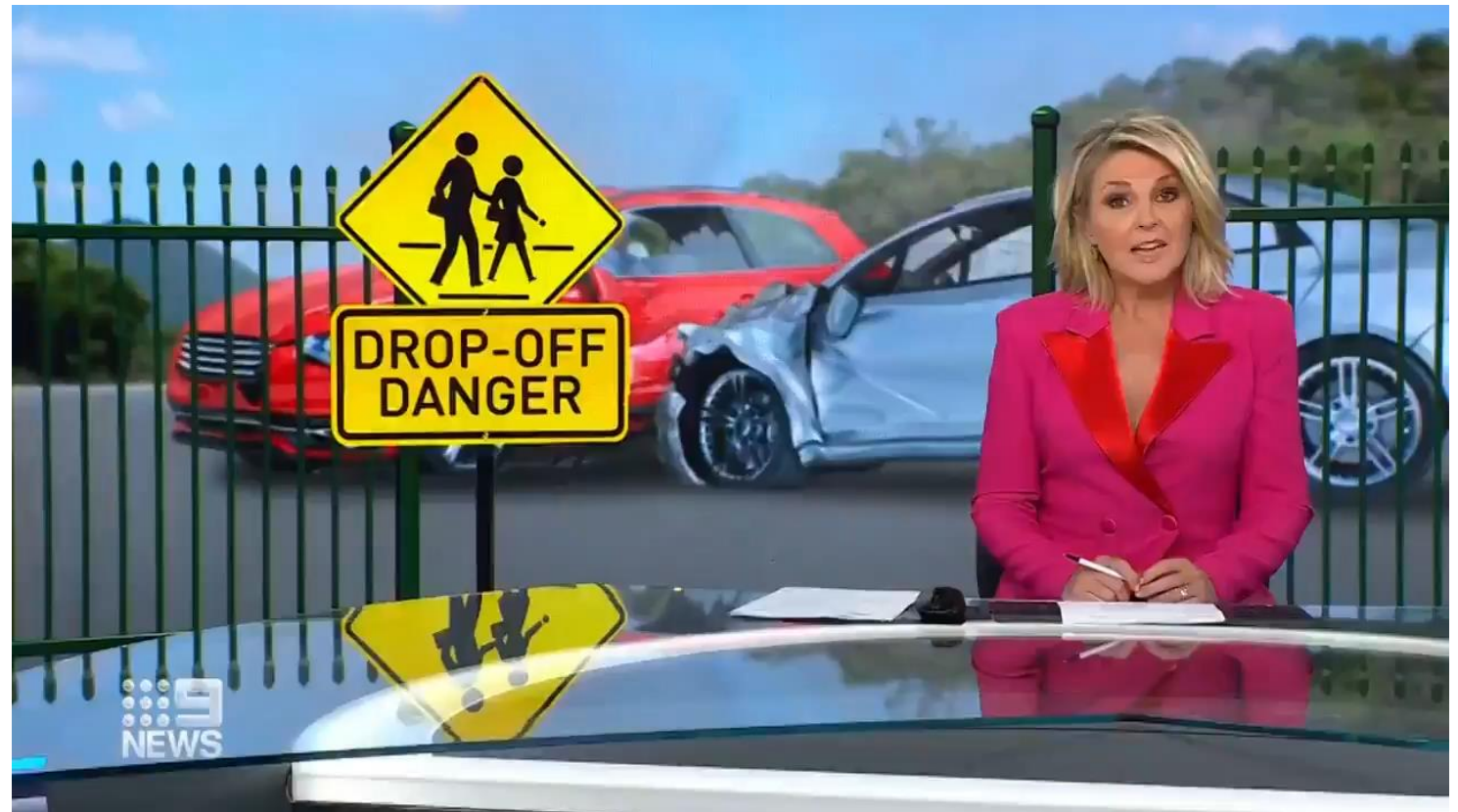
Brisbane, Singapore, Las Vegas, Chicago, Calgary, Edmonton
35+ Cities Globally





Smart Cities

Brisbane, Singapore, Las Vegas, Chicago, Calgary, Edmonton
35+ Cities Globally





Total Addressable Market: There are 9284+ Casinos Globally
(Source: <https://www.bestuscasinos.org/blog/how-many-casinos-are-in-the-world-over-9284-by-the-way/>)

Our Focus – Grow from 2 Casinos to 30+ Casinos in 2-3 years

Key Customers: Crown (Melbourne) and Solaire (Philippines)

Live Table Game Data

Ratings & Loyalty

KYC – Know Your Customer

Data Insights





Casinos

Crown (Sydney, Melbourne, Perth), Solaire (Philippines)



SenGame[®]
Powered by SenSen





Total Addressable Market (Fuel Retail): There are 6500+ Stores ANZ
(Source: <https://aecom.com/au/brilliantcityinsights/future-petrol-stations/>)

Initial Focus – Grow from 250+ to 1000+ in 2-3 years

Total Addressable Market (Other): 100,000+ stores by top 10 retail brands alone.

<https://www.statista.com/statistics/263516/number-of-outlets-for-selected-retailers-worldwide/>

Longer term Focus – Crack the broader retail market and grow to 1000+ stores in 2-3 years

Fuel Retailers, Australia – BP, Chevron, Caltex

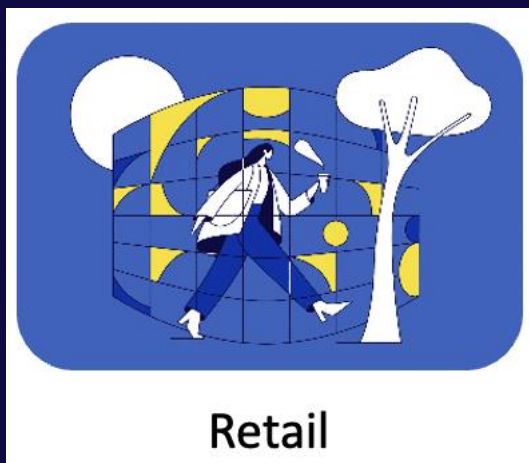
Theft Reduction

Occupancy

Path to Purchase

Other Analytics





Retail

Fuel Retailers, Australia – BP, Chevron, Caltex





Changi International Airport, SNAP Inc.
10000+ Surveillance Cameras Globally

Multi-Camera Person of Interest Tracking

Surveillance Camera Audit

Accurate Occupancy

Work, Healthy Safety

Fast & Simple Video Export





Total Addressable Market – Install base of cameras: 770 Million (>50% in China)

Source: <https://www.comparitech.com/vpn-privacy/the-worlds-most-surveilled-cities/>

Our Focus: Grow from our analytics active on 10,000+ cameras to 100,000+ cameras in 2-3 years

Changi International Airport, SNAP Inc., Swinburne University

10,000+ Surveillance Cameras Globally

Our Revenue Sources

Software License – SaaS Annual Recurring Revenue

- Edge analytics software
- Back-office software

Hardware

- Prepackaged Hardware Solutions

Professional Services – Upfront & Ongoing

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



FY 2021

A Year in Review

Strong growth despite COVID-19 related
global economic meltdowns

***Note**

All financials included in here are
unaudited numbers and estimates only

- Record revenues since inception
 - \$5.3M – \$5.5M* for the Financial Year FY 21
- Established strong foundations for doubling revenues in FY 22
 - > \$11.0M* for FY 22
 - Includes an estimated \$3M* Scancam revenues
- Established strong YoY ARR growth profile
 - ~\$3.0M* representing ~50% for YoY ARR growth for FY 21
 - ~\$6.5M* representing > 115% YoY ARR growth for FY 22
 - Includes an estimated \$1M* ARR from Scancam
 - NRR or Net Retention Rate of ~120%
 - Zero Churn
- Record number of patents (4) submitted. 4 Awarded.



FY 2021

A year in Review

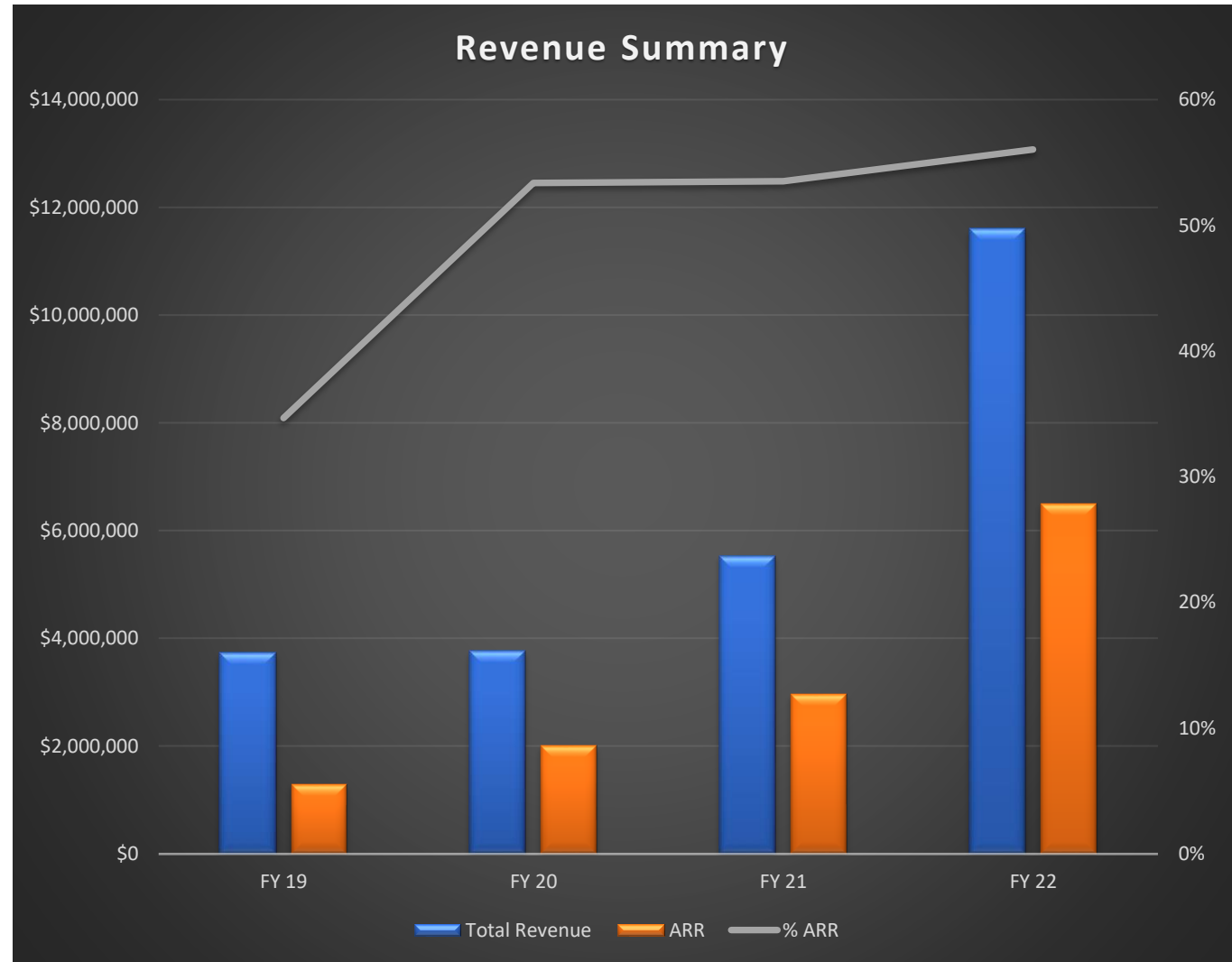
- Laid strong foundations for growth into coming years
- Capital Raise ~\$7.15m completed to support rapid growth
- Established Las Vegas Office
- Key sales and account management hires completed and trained to scale our sales operations globally
- Multiple sales channel partners established to accelerate sales
- Key hires completed and trained to support product marketing initiatives and pre-sales globally
- Acquisitions
 - SNAP acquisition completed. Teams and technologies integrated.
 - Scancam acquisition completed. Teams and technology integration process initiated.



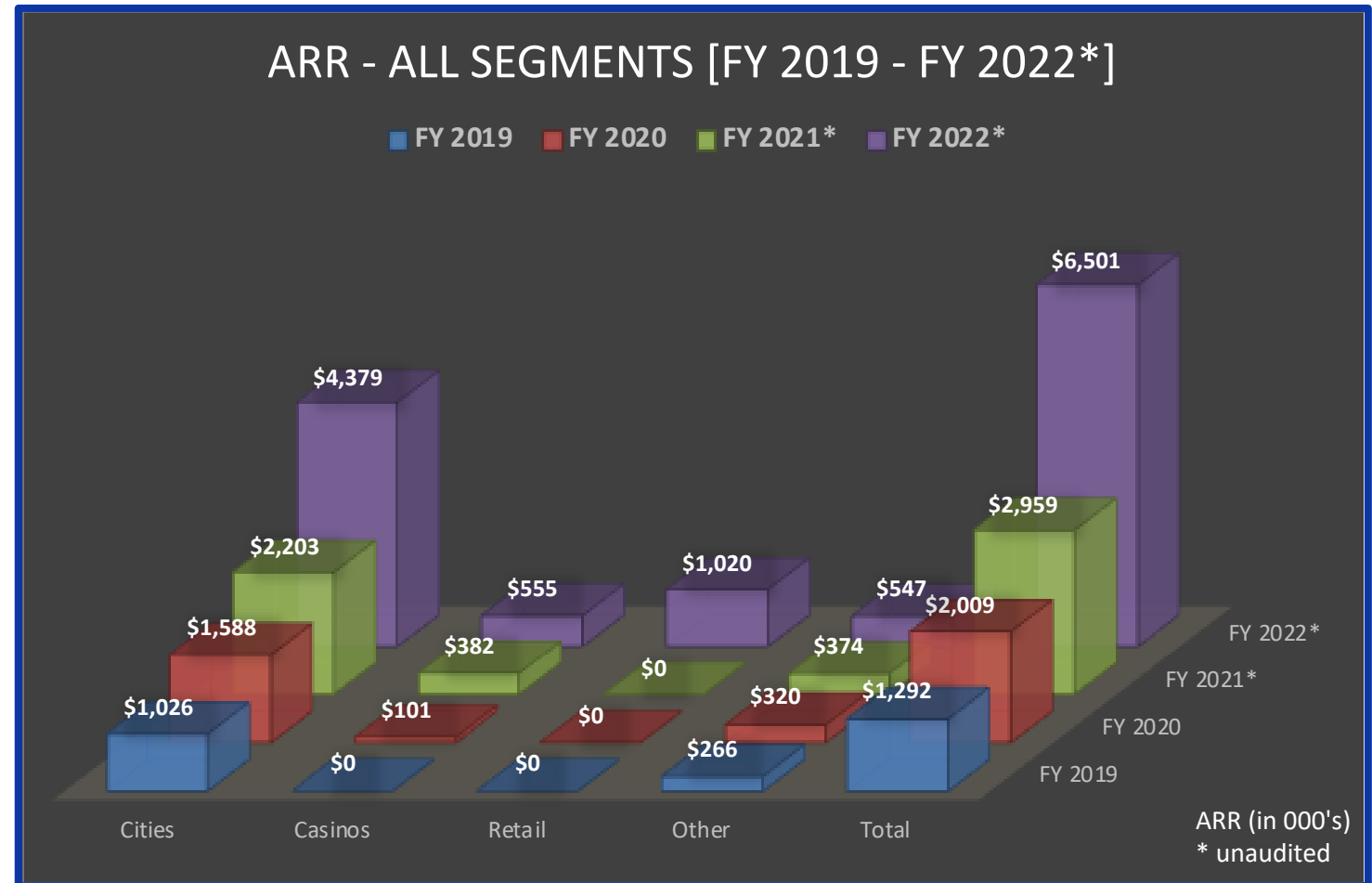
Financial Summary

FY 19 – FY 22

FY 21 & FY22 Un-Audited



ARR Growth Profile by Business Vertical FY 19 – FY 22



Scancam is an accretive acquisition launching us to open the retail business vertical



Board of Directors



CEO
Dr. Subhash Challa

Subhash is a world leading authority in Sensor AI specializing in the analysis and fusion of data from multiple cameras, sensors and other sources with a focus on solving problems that were once considered impossible to solve.



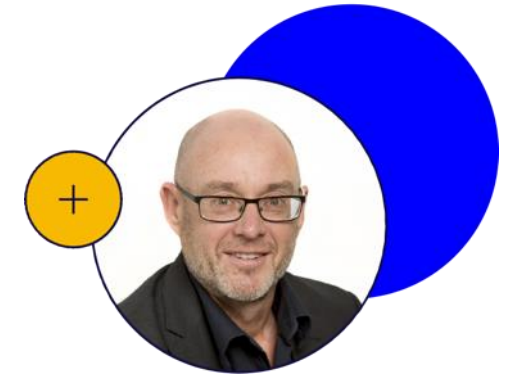
COO
Mr David Smith

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.





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Level 1, 9 Harper Street,
Abbotsford
Melbourne
VIC 3067
Australia

3 Spring Street,
Sydney
NSW 2000
Australia

HSR Summit
Road No-10, Banjara Hills
Hyderabad
500034
India

www.sensen.ai | sales@sensen.ai