

1 May 2024

## SenSen Appoints New Non-Executive Chairman

**Melbourne, Australia** – Live Awareness AI solutions provider SenSen Networks Limited (ASX:SNS) (“SenSen” or “the Company”) is pleased to announce the appointment of experienced Artificial Intelligence (AI) technology executive, Mr Mark Brayan, as Non-Executive Chairman and Director, effective 1 May 2024.

Mr Brayan takes over the Chairmanship from SenSen’s founder, Dr Subhash Challa, who continues as Managing Director and CEO working closely with Mr Brayan.

Mr Brayan is a proven leader of technology businesses including AI, software, services and outsourcing in his various roles as CEO, Managing Director and Non-Executive Director in public and private companies.

He has a track record of high profitable growth and value creation, managing and expanding Australian companies globally, including a strong emphasis on the US. From 2015-2023, he was the CEO and Managing Director of Appen Limited (ASX: APX), the world’s leading provider of artificial intelligence (AI) training data and testing services. Mr Brayan successfully transformed Appen from a provider of language data and services to the world’s leading AI data and services company through a mix of organic growth, strategic acquisitions, new product and service development and new market entry.

Mr Brayan has M&A, investor relations and capital markets experience and a successful track record with technology company founders. He holds an MBA from the Australian Graduate School of Management and a First-Class Honours Bachelor of Surveying Degree from the University of New South Wales.

Mr Brayan is presently a Non-Executive Director of Integrated Research (ASX: IRI), an Australian-based leading global provider of performance management solutions.

Pursuant to SenSen’s constitution and the ASX Listing Rules, Mr Brayan will hold office as a Director until the next annual general meeting, where he will be required to seek election.

Mr Brayan’s remuneration includes A\$90,000 per annum, excluding superannuation, and it is proposed that he be issued (subject to shareholder approval at the Company’s annual general meeting) unlisted options equivalent to A\$180,000 in three tranches with a three-year expiry, under SenSen’s Long Term Equity Incentive Plan. The terms of the options tranches granted to Mr Brayan are: Tranche 1: \$60k; 1,500,000 @ \$0.04 per option; Tranche 2: \$60k; 800,000 @ \$0.075 per option; and Tranche 3: \$60k; 600,000 @ \$0.10 per option. Mr Brayan’s contract has no fixed term and will cease to be a director of the Company in the circumstances set out in the Company’s Constitution or if Mr Brayan resigns or is removed in accordance with Part 2D.3 of *Corporations Act 2001* (Cth).

SenSen’s Managing Director and CEO, Dr Subhash Challa, commented:

*“We are delighted to welcome someone of the calibre of Mark Brayan as Chairman of the Company as SenSen continues to drive towards profitability and grow the Company’s global footprint. Mark’s experience leading revenue expansion at Appen will be invaluable for SenSen as we look to more rapidly increase revenues. I look forward to working closely with Mark in this next exciting, strategic phase of the Company’s evolution.”*

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Mr Brayan, incoming Non-Executive Chairman of SenSen, said:

*"I am excited to be joining SenSen. Their innovative AI platform delivers genuine value to their customers and is extensible to a large range of Smart City solutions. I'm looking forward to working with my fellow directors, Subhash and his team to realise SenSen's full potential"*

This release is approved by the Board of SenSen.

**For further information, please contact:**

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**About SenSen Networks Limited**

An innovator in smart urban management solutions, SenSen leads the way in AI technology with the pioneering Live Awareness AI Platform. This revolutionary system analyzes data from cameras and sensors in real-world spaces, seamlessly integrating it with contextually significant digital enterprise data for a safer and more efficient global landscape.

SenSen's solutions are alleviating traffic congestion, enhancing road and personal safety, and elevating urban life in prominent cities like Chicago, Las Vegas, Vancouver, Calgary, Singapore, Adelaide, and Brisbane. Additionally, the company's AI-driven technology is generating substantial annual savings for major fuel retail brands, including AMPOL, Chevron, Liberty, and Woolworths.

For more information on SenSen's innovative live awareness AI solutions, please visit [www.sensen.ai](http://www.sensen.ai).

**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.