

2 May 2025

## **SenSen signs contract extension with Brisbane City Council**

Coverage expanded with innovative new product - SenPIC

### **Highlights:**

- *Provide kerb management and enforcement solutions with estimated revenue value to SenSen of \$8M over four years.*
- *The contract extension is structured as two-year initial commitment, with an option to extend for a further two years at Brisbane City Council's discretion.*
- *The contract covers an upgrade to existing mobile enforcement systems and a world first large-scale roll out of our award-winning innovation - SenPIC.*

**Melbourne, Australia** – Live Awareness AI solutions provider SenSen Networks Limited (ASX:SNS) ("SenSen" or "the Company") is pleased to announce that it has extended its contract with Brisbane City Council to provide fixed and mobile kerb management solutions for up to four additional years. Brisbane City Council has been a customer of SenSen since 2017 and has continually increased its use of SenSen technology over time to manage the city kerb infrastructure. This latest contract includes existing mobile enforcement and a roll out of our latest groundbreaking innovation – SenPIC, our pole insertable fixed camera systems.

During the quarter, Brisbane City Council, expanded its enforcement coverage with an order for SenSen pole insertable cameras providing advanced kerb management and enforcement capabilities at multiple locations around the city. This is a significant milestone for our groundbreaking, award winning, innovation, SenPIC. Due to its cost effectiveness, ease of deployment and quality of data and evidence it generates, scaling kerb management operations is effective and simple. The contract covers the transition of all existing mobile hardware and software, currently in use across the city, to next generation solutions.

Based on current variable revenue run rates, over four years the contract is expected to generate around \$8.0M in revenue for SenSen. The contract is an extension to the existing agreement between SenSen and Brisbane City Council with terms of trade materially consistent with the existing agreement. The contract includes standard termination provisions. The contract extension is structured as an initial two-year commitment, with an option to extend for a further two years at the Brisbane City Council's discretion.

Commenting on the contract, SenSen CEO Dr Subhash Challa said:

*"This is another great example of the long-term relationships we have been able to build with key cities globally. This extends a decade-long relationship with Brisbane City Council for an additional 4 years. Long term, value creating relationships with our clients are central to our strategy and its pleasing to see Brisbane City Council extending this relationship, as Calgary did in September 2024 to extend their partnership with SenSen for an additional 9 years".*

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This release is approved by the Board of SenSen.

**For further information, please contact:**

Christian Stevens  
Company Secretary  
Email: [info@sensen.ai](mailto:info@sensen.ai)

**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 analyses 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 and Liberty.

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.