

SenSen Networks Ltd. (ASX:SNS)

Q3 FY25 Investor Update

6 May 2025



sensen.ai
the Live Awareness platform

About SenSen

Who we are:

World leaders in AI powered remote compliance and digital kerb management solutions

Our customers:

Cities and municipalities, police and enforcement authorities

What we do:

Provide AI powered solutions to automate remote compliance operations to enable equitable access to the kerb, reduce congestion, improve citizen safety on roads, at airports and seaports.

How we do it:

- Capture kerb data through vehicle or pole mounted camera/sensor systems
- Data is securely transferred to our secure cloud and integrated with city digital data sources like GIS, digital permits and payments
- Fuse data from multiple camera/sensors monitoring the kerb with digital data sources
- Our solutions automate enforcement workflows to deliver significant productivity and officer safety gains

Q3 FY25 Highlights



Record Q3 cash receipts

Q3 Collections of \$3.7M, up \$1.4M (61%) over PCP



Fourth consecutive quarter of positive cash from operations

Q3 Operating cash flow of \$0.2M, up \$2.3M on PCP, completes four consecutive quarters of positive cash flow



Continued customer retention success – Brisbane City Council extension

Brisbane City Council extends contract with SenSen for up to four years, generating expected revenue of approximately \$8M over four years



Net cash improved

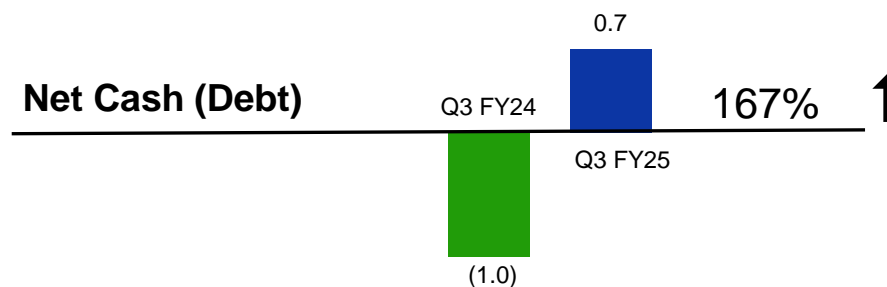
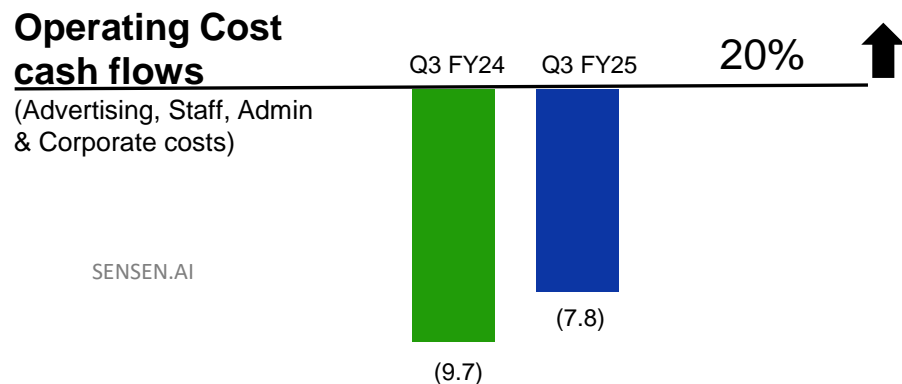
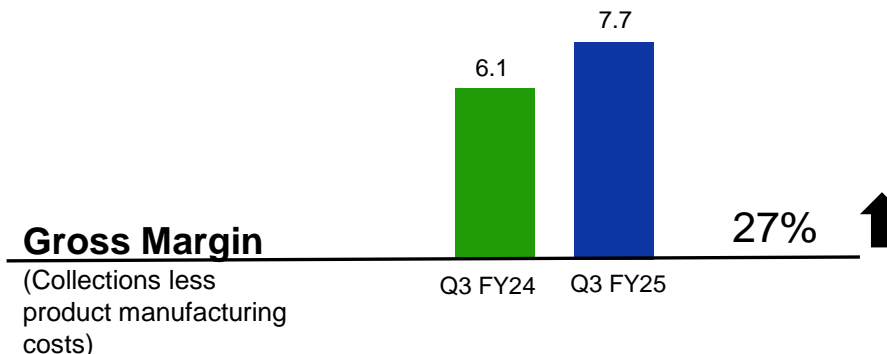
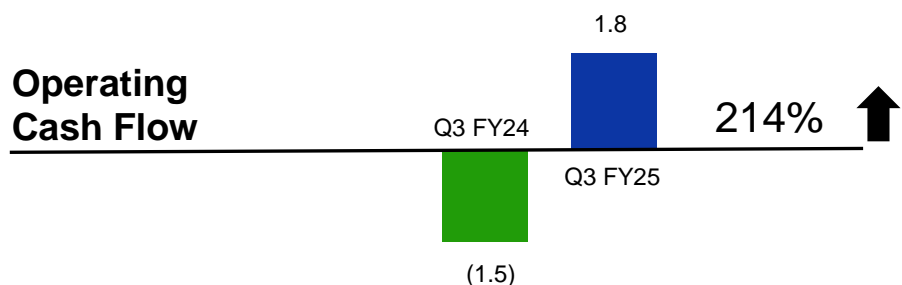
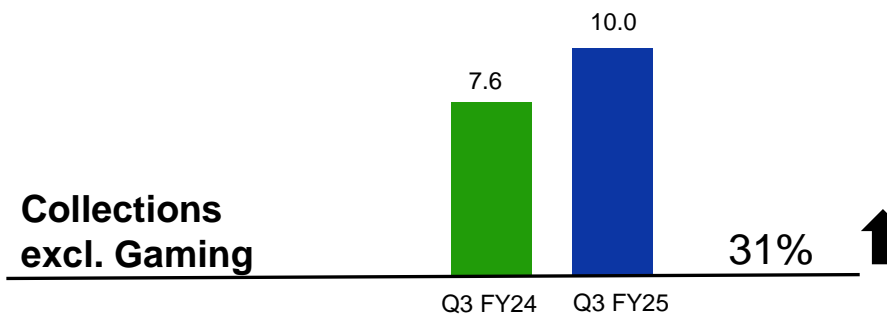
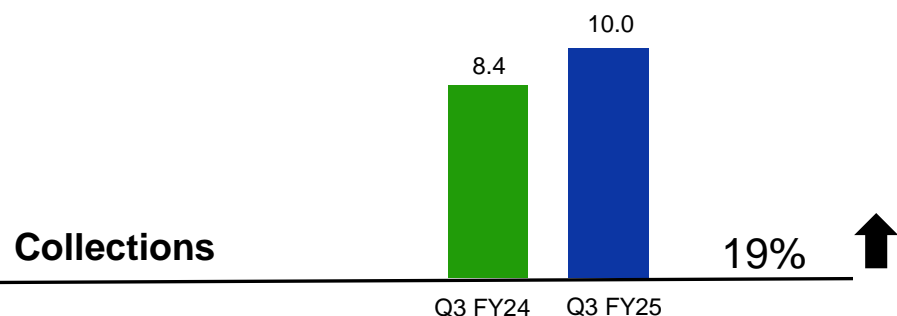
Q3 net cash up \$0.1M to \$0.7M from Q2, and an improvement of \$1.7M over PCP



New award-winning product (SenPIC) released with first major roll out at Brisbane

New pole mounted camera solution released to expand kerb monitoring offering to local Governments with first major roll out at Brisbane city council.

Q3 YTD FY25 Highlights (\$M)



Accelerating momentum on all key metrics

Record year to date collections of \$10.0M, up \$1.6M (19%) (**up \$2.4M or 31% excluding Gaming**) over PCP

Operating Cash flow for the 9 months **up \$3.3M (214%)** over PCP, following four consecutive cash flow positive quarters

Gross Margin improved \$1.6M (27%) over PCP to \$7.7M

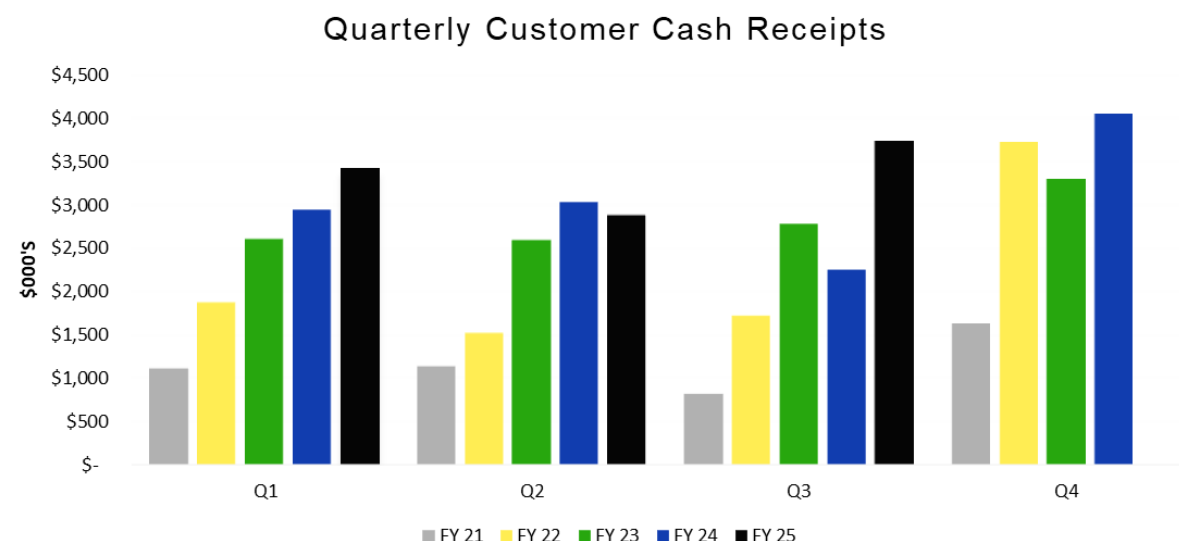
Operating cost cash flows improved \$1.9M (20%) over PCP to \$7.8M

Net Cash improved \$1.7M (167%) over PCP to \$0.7M, with cash on hand of \$2.4M

Q3 FY25 YTD Cash Flow Summary



Statement of Cash Flows - YTD	31-Mar-25 \$000	31-Mar-24 \$000	Variance \$000	Variance %
Receipts from Customers	10,024	8,394	1,630	19%
Product manufacturing	(2,328)	(2,322)	(6)	0%
Payments to suppliers and employees	(7,809)	(9,734)	1,925	(20%)
Net Interest & taxes	(406)	(418)	12	(3%)
Govt. grants received	2,271	2,539	(268)	(11%)
Cash flows from Operating activities	1,752	(1,541)	3,293	214%
Cash flows from Investing activities	(63)	(33)	(30)	91%
Cash flows from Financing activities	(803)	838	(1,641)	(196%)
Net increase in cash and equivalents	886	(736)	1,622	220%
Closing cash on hand	2,421	1,191	1,230	103%



- Consistent cash collections growth on a reduced cost base has set the company up for sustainable cash flow operations
- We have delivered four consecutive cash flow positive quarters to Q3 FY25
- Q4 is historically our strongest quarter and on track for this to continue

SenSen Business Overview



Opportunity

- Help cities regulate and monetise the kerb efficiently and equitably, reduce congestion on roads
- Large & Growing market - 10,000+ cities x 1000's of kms of kerb lengths to manage
- Current manual or partial automation systems fall short of delivering value

Solution

- Fuse data feeds from cameras/sensors and city digital data sources
- AI powered software to automate enforcement workflows

Customer Value

- Improve productivity and safety of enforcement operations
- Empower cities to monitor and monetise more kerb space efficiently
- Create irrefutable digital evidence to support their operations

Revenue & Growth

- Project revenue from installation, integration and commissioning of camera/sensors
- Recurring revenue from software
- Growth through new city wins and upsells to existing customers

Our Growth Strategy

Focus on a large and growing market powered by sensor AI innovations

- 10,000+ cities with 1000s of KM of kerb per city to monitor and enforce
- Traditional manual methods are proving to be impossible to scale; Automation through AI is gaining traction to overcome these limitations
- SenSen is a global leader in AI powered remote compliance and kerb enforcement solutions with multiple award-winning products and solutions
- Adopted by over 60+ cities and government agencies and growing rapidly
- Existing customers increasing their coverage and enforcement operations powered by continued SenSen innovations
- Renewed focus on long term sticky customers with minimal churn, growing revenues and high lifetime value
- Net revenue retention over 100%



Our Growth Strategy



- Win customers and generate upfront project revenue
- Our software and support services generate ARR
- Grow revenue with more customer wins
- Grow revenue by empowering existing customers to increase kerb enforcement coverage, with more sensors
- More sensors feed more data into our platform and grow ARR from existing customers
- Innovate cost-effective way for customers to expand kerb enforcement coverage like SenPICs (fixed camera) to accelerate revenues
- Our customers are sticky with high retention rate
- Our gross margins grow overtime with ARR as it becomes increasingly larger slice of our total revenue

Growth Strategy: Long term partnerships building strong Lifetime Value



Population: 1.2m
Customer since: 2017
New expansion 2025: 2+2 years
Revenue Profile: Increased significantly since first acquisition



Population: 1.4m
Customer since: 2016
New expansion 2024: 5+2+2 years
Revenue Profile: Increased significantly since first acquisition

The recently announced Brisbane City Council contract extension, extends a decade-long relationship with the Council for up to an additional 4 years. Long term, value creating relationships with our clients are central to our strategy and it's pleasing to see Brisbane City Council extending this relationship, as Calgary did in September 2024 to extend its relationship with SenSen for an additional 9 years.

While we are illustrating this with two of our earliest customers, this is the case with most of our customers who have been adopting SenSen solutions to automate their remote compliance and kerb enforcement operations.

These customer contract extensions with increasing revenue profile over time are great examples of the long-term relationships SenSen has been able to build with key cities globally and increase the Life-time Value (LTV) of our customers. With over 60 city, government and enterprise customers, this is our key to long term, high value growth strategy.

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SenSen Networks Ltd. (ASX:SNS)

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www.sensen.ai | investors@sensen.ai

