

**2 February 2017**  
**Australian Securities Exchange Announcement**

## **Sensera Limited - 2017 Goals and Objectives**

### **Highlights**

- Transition of key clients from design and engineering phase to manufacturing
- Addition of new customers to diversify revenues and to reduce key client risk
- Investment in additional engineering and manufacturing capability to meet future forecasts from current customers and on board new business
- Executive and Board recruitment
- Commencing process of acquisition to vertically integrate product and production

### **Sensera Limited**

Following the successful IPO of Sensera Limited (Sensera) the Directors are pleased to provide the following update outlining the Company's key objectives for the 2017 calendar year.

The Sensera business model is one of microfabrication plus product where we intend to deliver short term financial viability and capability enhancement by delivering microfabrication services to external clients and longer term growth by manufacturing products owned by Sensera in our microfabrication foundry.

### **2017 Transformational Year**

Throughout 2017 Sensera will transition from providing its current anchor customers primarily with design, development and engineering microfabrication services to provision of the commercial manufacture of high value low volume MEMS based products resulting in the recruitment of some additional engineering services personnel to expand the existing contract services capabilities of Sensera (design, engineering, prototyping).

Concurrently we will actively pursue the acquisition of complimentary products which will benefit (e.g. reduction in COGS, product improvements, product expansion) from our in house microfabrication capability. This acquisition based growth strategy will lead to the appointment of seasoned leadership and board expansion. These appointments will coincide with the growth in top line revenue over the course of the calendar year from contract services and lay the platform for year on year financial improvement and continued optimisation of microfabrication operations as throughput from both contract services and own products increases.

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Sensera Goals 2017		
	Goals	Why this matters
<b>Corporate goals</b>	<ul style="list-style-type: none"> <li>• Appoint a Senior Business Development Executive</li> </ul>	<ul style="list-style-type: none"> <li>• Drive customer growth to meet sales targets in our selected target markets</li> </ul>
	<ul style="list-style-type: none"> <li>• Build out engineering and microfabrication team</li> </ul>	<ul style="list-style-type: none"> <li>• Sensera to have best of breed employees to provide microfabrication solutions for complex products</li> <li>• Deepen the talent pool for commencement of product manufacturing operations</li> </ul>
	<ul style="list-style-type: none"> <li>• Appointment of CEO</li> </ul>	<ul style="list-style-type: none"> <li>• Execute on growth plan</li> </ul>
	<ul style="list-style-type: none"> <li>• Identify and complete first acquisition</li> </ul>	<ul style="list-style-type: none"> <li>• Execute on growth plan</li> </ul>
	<ul style="list-style-type: none"> <li>• Appointment of additional Director</li> </ul>	<ul style="list-style-type: none"> <li>• Build out board expertise in key areas</li> </ul>
<b>Sales goals</b>	<ul style="list-style-type: none"> <li>• Secure an additional long term blue chip client</li> </ul>	<ul style="list-style-type: none"> <li>• Builds credibility and reputation in the market</li> <li>• Key customer risk is ameliorated</li> <li>• Material increase in future revenue</li> </ul>
	<ul style="list-style-type: none"> <li>• Achieve minimum of \$2m in revenue for CY2017</li> </ul>	<ul style="list-style-type: none"> <li>• To demonstrate financial viability of the Sensera model</li> </ul>
	<ul style="list-style-type: none"> <li>• Achieve minimum of \$7m in future forecast customer orders by end of CY2017</li> </ul>	<ul style="list-style-type: none"> <li>• To demonstrate long term potential of the integrated model with manufacturing contracts as long term revenue streams</li> </ul>
	<ul style="list-style-type: none"> <li>• Increase sales pipeline to 50 prospects and secure an additional 5 customers by end of CY2017</li> </ul>	<ul style="list-style-type: none"> <li>• Aggressively build pipeline through network and product validation</li> </ul>
<b>Customer goals</b>	<ul style="list-style-type: none"> <li>• Successfully transition 2 anchor customers to manufacturing phase in the 2<sup>nd</sup> half of CY2017</li> </ul>	<ul style="list-style-type: none"> <li>• Proves that Sensera can successfully solve complex development issues and transition customers from a development phase to a more lucrative manufacturing phase</li> <li>• Provides reference point to secure future business</li> </ul>
	<ul style="list-style-type: none"> <li>• Grow the number of smaller clients</li> </ul>	<ul style="list-style-type: none"> <li>• Diversify revenues and build a pipeline of future manufacturing opportunities</li> </ul>

### About Sensera Limited (ASX: SE1)

Sensera operates a Boston based microfabrication facility and provides design engineering and manufacturing services for clients producing high value low volume MEMS based products. The Company specialises in complex MEMS based technologies and provides services to external customers whilst pursuing a strategy of acquiring products that will benefit from our in house microfabrication capability. The operations are managed by an experienced team of semiconductor industry veterans and are purpose built for lower volume production of technically complex products. Sensera Limited (ASX: SE1) is traded on the Australian Securities Exchange. For more information visit our website: [www.sensera.com](http://www.sensera.com)

Any forward-looking statements in this announcement are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management.

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