

25 May 2017
Australian Securities Exchange Announcement

Sensera appoints VP Sales

Sensera Limited (ASX: SE1, "Sensera" or the "Company") is pleased to announce the appointment of Mr. Brian O'Loughlin as Vice President Sales ("VP Sales") of the Company.

Brian is an engineer with over 20 years of experience in design, production and sales within the electronic technology industry including the MEMS and Semiconductor sectors. His broad level of experience makes him ideally suited to selling Sensera's fabrication capabilities which are focused on high value and complex MEMS based products.

Prior to joining Sensera Brian led Business Development for DJ Instruments , a Roper Technologies, Inc (NYSE: ROP) company that specialises in the design and manufacture of custom pressure, load/force and torque sensors. His career has included over a decade of engineering and production roles for Texas Instruments (Nasdaq: TXN) and senior sales roles for Silex Microsystems Inc (2006 to 2009) and Innovative Micro Technology (2009 to 2014) both of which are MEMS foundries.

The Board is particularly pleased that Brian has elected to join Sensera to lead the sales function and we believe his technical knowledge combined with his experience in selling bespoke solutions to Companies with technically complex products will accelerate Sensera's growth plans.

Brian explains "I have spent my career focused on the production and adoption of cutting edge technology and am excited to be part of Sensera's growth plans. The outstanding progress since inception is a strong indicator of future potential and I look forward to bringing my networks and applying my experience to the Sensera business from 1 June."

Sensera Chairman Mr. Matthew Morgan added "Brian is an extremely well-credentialed sales leader with the necessary technical skills and experience to complement our engineering and production team as we grow our revenues and diversify our client base. Brian has the ability to drive our sales function for not only our fabrication business but play a meaningful role in the development of our internal product portfolio".

About Sensera Ltd (ASX: SE1)

Sensera is an integrated fast-turnaround client-specific designer and manufacturer of specialized high performance microsensors and micro-fabricated components for the Health, Industrial, Defense and Aerospace markets. The Company operates an ISO9001:2015 micro fabrication facility in Woburn, MA, USA and is focused on higher value low to mid volume MEMS technologies. The Company has corporate headquarters in Melbourne, Australia.

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