
13 September 2017**Australian Securities Exchange (ASX) Announcement**

Sensera updates 2017 Goals and Objectives to reflect Nanotron acquisition

Sensera Limited (ASX: SE1, "Sensera" or "the Company"), the leading designer and manufacturer of end-to-end sensor solutions and services for the rapidly-growing Internet of Things (IoT) market, is pleased to provide the following update regarding the Company's key objectives for the 2017 calendar year incorporating its recent acquisition of Nanotron GmbH ("Nanotron").

Highlights

- Sensera is building a leading end-to-end sensor and wireless communications company in the rapidly growing US\$93 billion global Wireless Sensor Networks, IoT market
- Acquiring Nanotron secures an IP-protected situation and location awareness platform for Sensera, bringing proven market adoption in the US\$5 billion animal wellness tracking and the US\$3 billion mine safety and productivity markets
- Investment in engineering talent and equipment will continue to enhance Sensera's microfabrication capability and readiness to deliver volume manufacturing for anchor clients in 2017
- Executive and Board recruitment to drive rapid growth of a global IoT organisation

2017 Goals, Objectives and Early Traction

Since listing on the ASX in late December 2017, Sensera has executed an aggressive growth strategy to leverage Wireless Sensor Networks and Machine to Machine technologies to provide clients with valuable insights to drive improvements in productivity and profitability.

An early outcome of this strategy, supporting direct monetisation of Sensera's technology, has come through Smartbow (www.smartbow.com), an Austrian agricultural technology company. Smartbow has incorporated Nanotron's location awareness system in its Eartag LIFE product which empowers dairy farmers to improve their milk yield through smart real-time herd management.

Smartbow has partnered with Zoetis, the global leader in animal health products and services, to address a market estimated at 8% of the world's 1.25 billion cattle, representing US\$572m in system sales.

Sensera's proprietary integrated microsensors and software products enable precise real-time positioning and concurrent wireless data communication. The Company's initial focus is on addressing the immediate opportunity to deepen its penetration of the large and growing animal health and mining service markets.

The Company has identified significant future opportunities beyond these two initial markets. To meet anticipated growth in demand, Nanotron has successfully deployed its location awareness technology on a pilot basis in the transport, healthcare and safety industries.

Throughout the course of 2017 the Company has appointed seasoned leadership, which it will continue to expand to guide the integration of Nanotron and Sensera. Attracting this talent will enhance the Company’s capabilities as it secures its position in the IoT value chain through a unique combination of software and proprietary hardware to deliver unique data driven insights to customers.

Sensera Goals 2017			
	Goals	Why this matters	Status
Corporate goals	<ul style="list-style-type: none"> Appointment of CEO 	<ul style="list-style-type: none"> Execute on growth plan 	<ul style="list-style-type: none"> Q4 CY17
	<ul style="list-style-type: none"> Integration of Nanotron and Sensera, with enhancement of software capability 	<ul style="list-style-type: none"> Positions Sensera in the IoT value chain to deliver unique data driven insights 	<ul style="list-style-type: none"> 2H CY17
	<ul style="list-style-type: none"> Appoint a Senior Business Development Executive 	<ul style="list-style-type: none"> Drive customer growth to meet sales targets in our selected target markets 	<ul style="list-style-type: none"> Completed
	<ul style="list-style-type: none"> Build out engineering and microfabrication team 	<ul style="list-style-type: none"> Sensera will have best of breed employees to provide world-class microfabrication solutions for complex products Deepen the talent pool for commencement of product manufacturing operations 	<ul style="list-style-type: none"> Completed
	<ul style="list-style-type: none"> Identify and complete first acquisition 	<ul style="list-style-type: none"> Execute on growth plan 	<ul style="list-style-type: none"> Completed
	<ul style="list-style-type: none"> Appointment of additional Director 	<ul style="list-style-type: none"> Build out board expertise in key areas 	<ul style="list-style-type: none"> Now 1Q CY18
Sales goals	<ul style="list-style-type: none"> Secure an additional 5 microfabrication customers by end of CY2017 	<ul style="list-style-type: none"> Aggressively build pipeline through network and product validation 	<ul style="list-style-type: none"> Completed
	<ul style="list-style-type: none"> Secure an additional long term blue chip microfabrication client 	<ul style="list-style-type: none"> Builds credibility and reputation in the market Key customer risk is ameliorated Underpins a material increase in future revenue 	<ul style="list-style-type: none"> 2H CY17
	<ul style="list-style-type: none"> Secure significant additional orders for Nanotron location awareness system 	<ul style="list-style-type: none"> Builds credibility and reputation of Nanotron system in chosen verticals Material long term future revenue 	<ul style="list-style-type: none"> 2H CY17

	<ul style="list-style-type: none"> Achieve minimum of \$7m in revenue for CY2017 	<ul style="list-style-type: none"> To demonstrate financial viability of Sensera's business model 	<ul style="list-style-type: none"> On target
	<ul style="list-style-type: none"> Confirm a \$12m CY2018 revenue forecast by end of CY2017 	<ul style="list-style-type: none"> To demonstrate long term potential of the business 	<ul style="list-style-type: none"> On target
Customer goals	<ul style="list-style-type: none"> Successfully transition 2 anchor customers to manufacturing phase in the 2nd half of CY 2017 	<ul style="list-style-type: none"> Proves that Sensera can successfully solve complex development issues and transition customers from a development phase to a more lucrative manufacturing phase Provides reference point to secure future business 	<ul style="list-style-type: none"> 2H CY17
	<ul style="list-style-type: none"> Grow the number of smaller clients 	<ul style="list-style-type: none"> Diversify revenues and build a pipeline of future manufacturing opportunities 	<ul style="list-style-type: none"> Completed and ongoing
	<ul style="list-style-type: none"> Deploy Nanotron location awareness system on pilot basis in new markets 	<ul style="list-style-type: none"> Demonstrates further market opportunities for Nanotron system Potential further long-term revenue 	<ul style="list-style-type: none"> Ongoing

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About Sensera Limited (ASX: SE1)

Sensera is rapidly growing a sensor-based location and situation awareness organisation that provides end-to-end sensor solutions and services in the rapidly growing world of the Internet of Things (IoT). Sensera manufactures a family of proprietary microsensors and sensor systems that serve the Medtech, Industrial, Animal Wellness and Mine Safety and Productivity markets. The Company's Nanotron division provides hardware that enables sophisticated location and wellness tracking for farm animals (a US\$5 billion market) and mine safety and collision avoidance (a \$3 billion market), where its wireless tracking solution enable a series of services to clients worldwide.

Shares in Sensera Limited (ASX: SE1) are traded on the Australian Securities Exchange (ASX). For more information, please visit our website: 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.