
7 March 2018
Australian Securities Exchange (ASX) Announcement

Sensera signs additional SMARTBOW multiyear supply agreement

Highlights:

- **Sensera signs exclusive supply agreement with farm animal health solution provider SMARTBOW, covering anchor devices developed by nanotron**
- **Deal terms are confidential but specify revenue of a similar magnitude to the exclusive two-year agreement signed in October 2017 which sees Sensera supply SMARTBOW with nanoLOC chips for its Eartag LIFE product**
- **Anchor devices capture data from the Sensera chips deployed in Eartags and transfer information from the anchors to the customer's analytic system**
- **SMARTBOW and Sensera agree on a technology and cost-reduction roadmap for the supplied devices, based on several thousand dairy farms targeted for deployment in FY19 and FY20**

Sensera Limited (ASX: SE1), the leading designer and manufacturer of end-to-end sensor solutions and services for the Internet of Things (IoT), announces that its wholly-owned German subsidiary nanotron Technologies GmbH has entered into an additional exclusive supply agreement with SMARTBOW GmbH, the leading animal positioning and health monitoring company.

The agreement will see nanotron exclusively deliver nanoLOC-based anchor devices, an essential component that enables SMARTBOW's farm animal health solutions by monitoring its Eartag LIFE product.

SMARTBOW Managing Director, Wolfgang Auer, said:

"SMARTBOW has revolutionized the management of animal health. Our partnership with nanotron on location awareness is critical to our continued expansion in this high growth market. We look forward to both delivering the technology they have today, and also adding additional location and sensor capability to our customers over the long term."

Sensera CEO, Ralph Schmitt, said:

"This agreement represents further validation for Sensera's location awareness technology, and a continued strengthening of our relationship with SMARTBOW. Nanotron's location awareness technology is a key enabler of SMARTBOW's farm animal health solution, and this is the result of several years of close cooperation between the companies.

"This solution can drive superior performance for dairy and beef farms and is also well suited to other farm species.

"With total contract value of similar magnitude to the location chip supply agreement nanotron signed with SMARTBOW in October, this new agreement will drive material growth in FY19 and FY20 revenues and deliver Sensera a strong financial contribution."

Expanding industry potential

The long-term potential of this one application of nanotron's technology is significant. SMARTBOW's Eartag LIFE product addresses a total market of the world's 1.4 billion cattle.

SMARTBOW's farm animal health solution works indoors and outdoors, in environments scaling from herds of 10 animals to very large installations with up to 100,000 animals. For each system, Sensera supplies nanotron chips, anchors and software.

Through its location tracking sensor business, Sensera is executing aggressive growth plans in several multibillion-dollar markets. It is prioritising the animal health and mining sectors, where it has existing commercial partnerships and a growing number of deployments of its location awareness technology.

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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 Inc. manufactures a family of proprietary microdevices and sensor systems that serve the Medtech, Industrial, Animal Wellness, and Mine Safety and Productivity markets. The Company's Nanotron division provides hardware and software that enables sophisticated location and wellness tracking for farm animals and mine safety and productivity, 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.

About nanotron:

Nanotron is a leading provider of electronic location awareness solutions. If knowing what, where and when is mission-critical to your business, rely on nanotron with *Location Running*. Nanotron's solutions deliver precise position data augmented by context information in real-time. *Location Running* means, reliably offering improved safety and increased productivity, 24 hours a day, 7 days per week: *Location-Awareness for the Internet of Things (IoT)*. More information on www.nanotron.com.

About SMARTBOW:

SMARTBOW is an Austrian agtech company empowering farmers to manage animals in a targeted fashion. Through its successful development and launch of Eartag LIFE, SMARTBOW offers a smart and effective solution for real time cow localisation, reliable heat detection and non-stop animal behaviour monitoring around the clock.

With Eartag LIFE, dairy farmers have an effective means to reduce operating costs, to optimise the health of their livestock and to simplify breeding procedures. For more information, visit www.SMARTBOW.at.
