

sennnetworks

Making Cities Smarter



Investor Presentation

April 2018

ASX: SNS

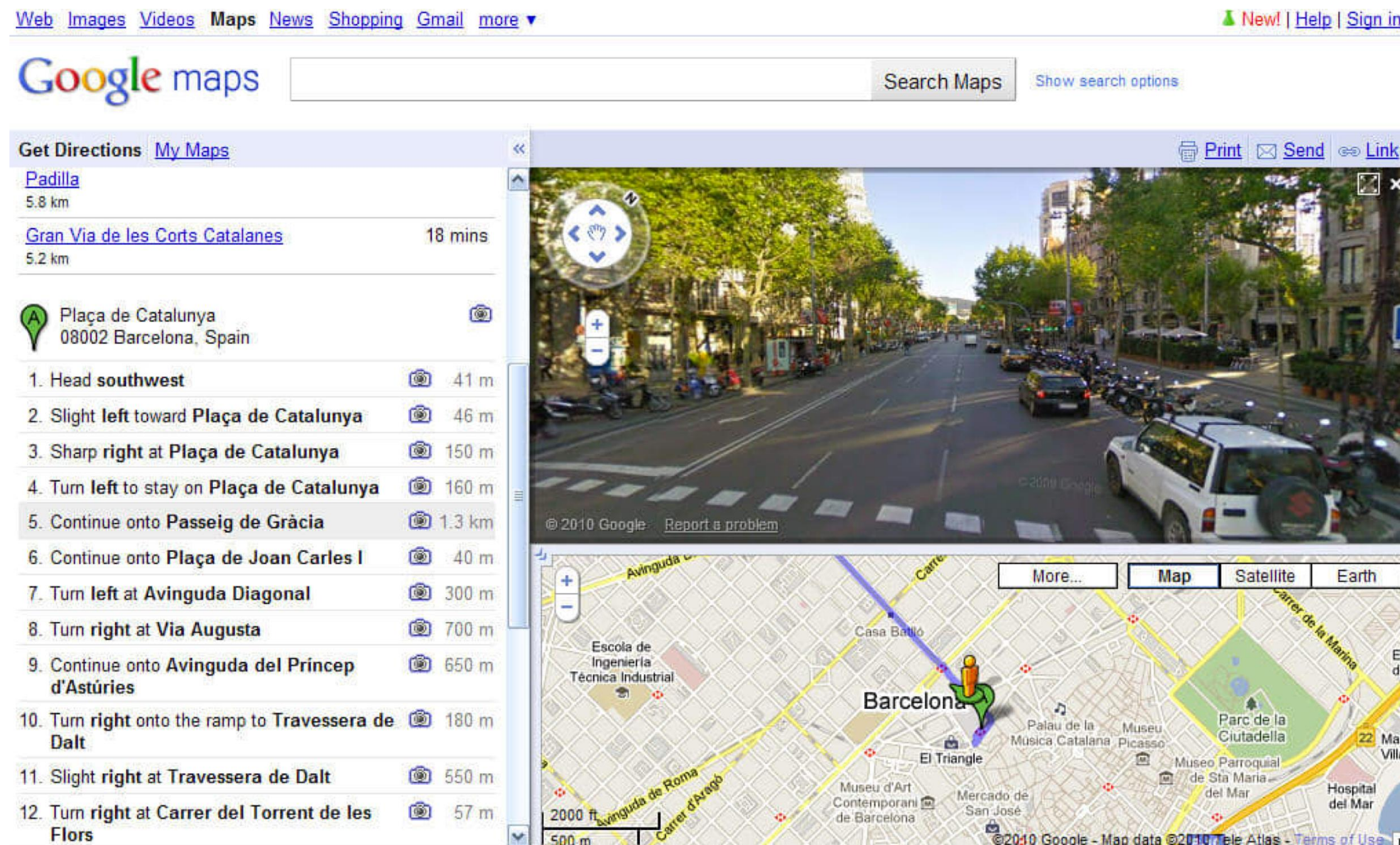
Contrasting Evolution

Although we are talking about driverless cars, cities are still sending officers to streets to manually enforce compliance



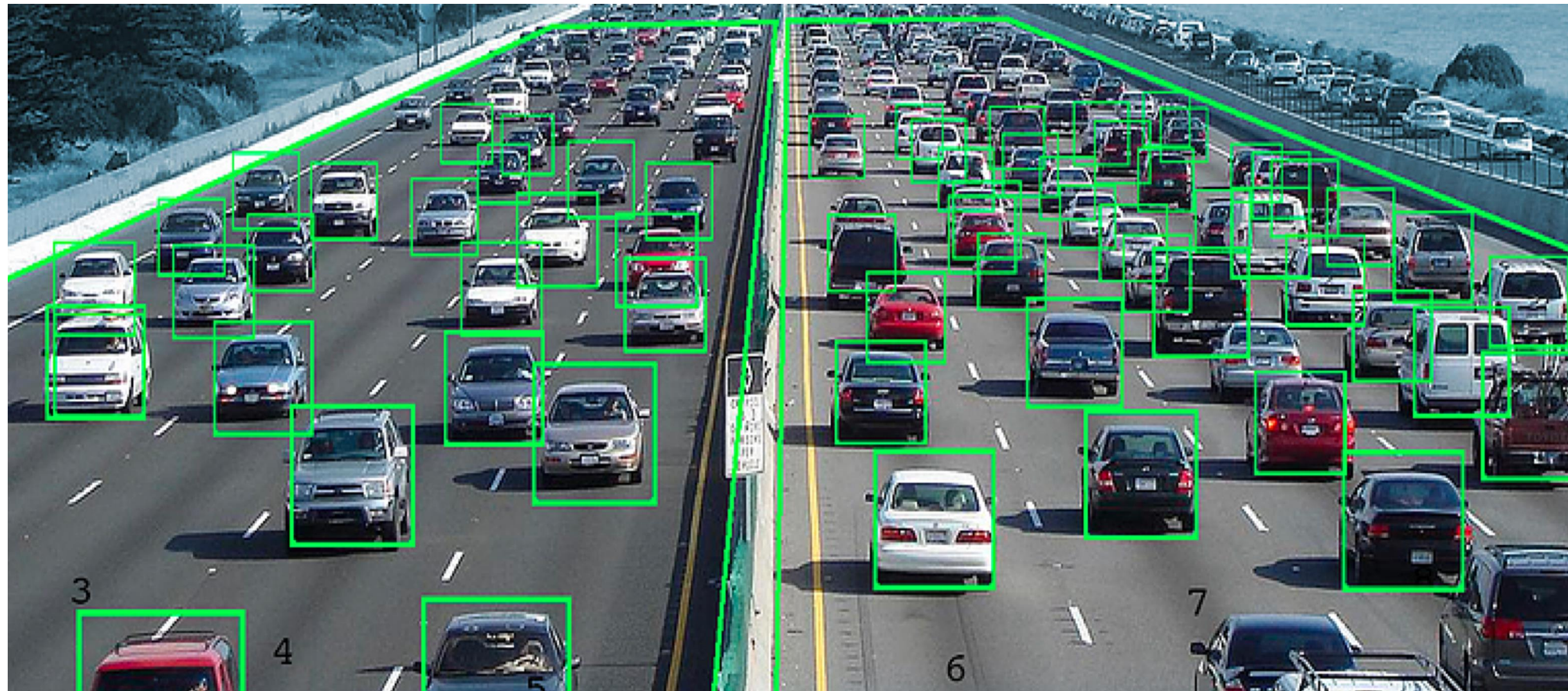
Contrasting Evolution

Although we have the entire world map at our fingertips, cities are still sending civil surveyors to manually survey street assets



Contrasting Evolution

Although technology can track every object with high precision, we still have armies of people watching a video wall of streaming cameras



While we must keep one eye on the future,
we can do a lot with today's technology
to make cities smarter and more efficient
and deliver more bang for the buck for citizens.

SenSen's patented video analytic software
enhances business processes in city operations,
yielding tangible RoI for customers
and strong recurrent revenues for investors.



SenSen Solutions Make City Operations Smarter

BY

ADDING VALUE THROUGH MULTIPLE TOUCHPOINTS

Parking Operations

Access Control

Occupancy Information

Guidance

Enforcement

Traffic Engineering Operations

Sign & Line Audits

Traffic data collection

Security and Safety Operations

Security Analytics

Speed Camera

Bus Lane/Transit Lane

Over dimension vehicles



Making City Operations Smarter

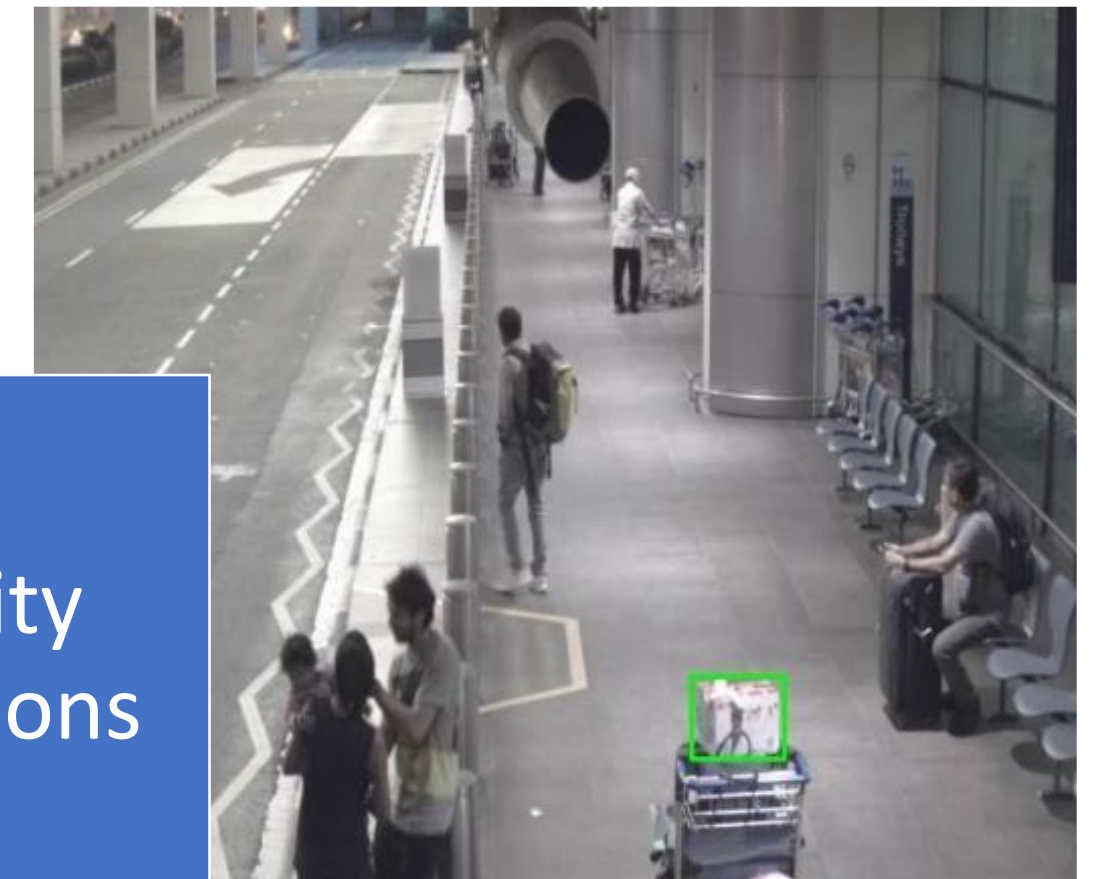
Traffic
Engineering



Parking
Enforcement



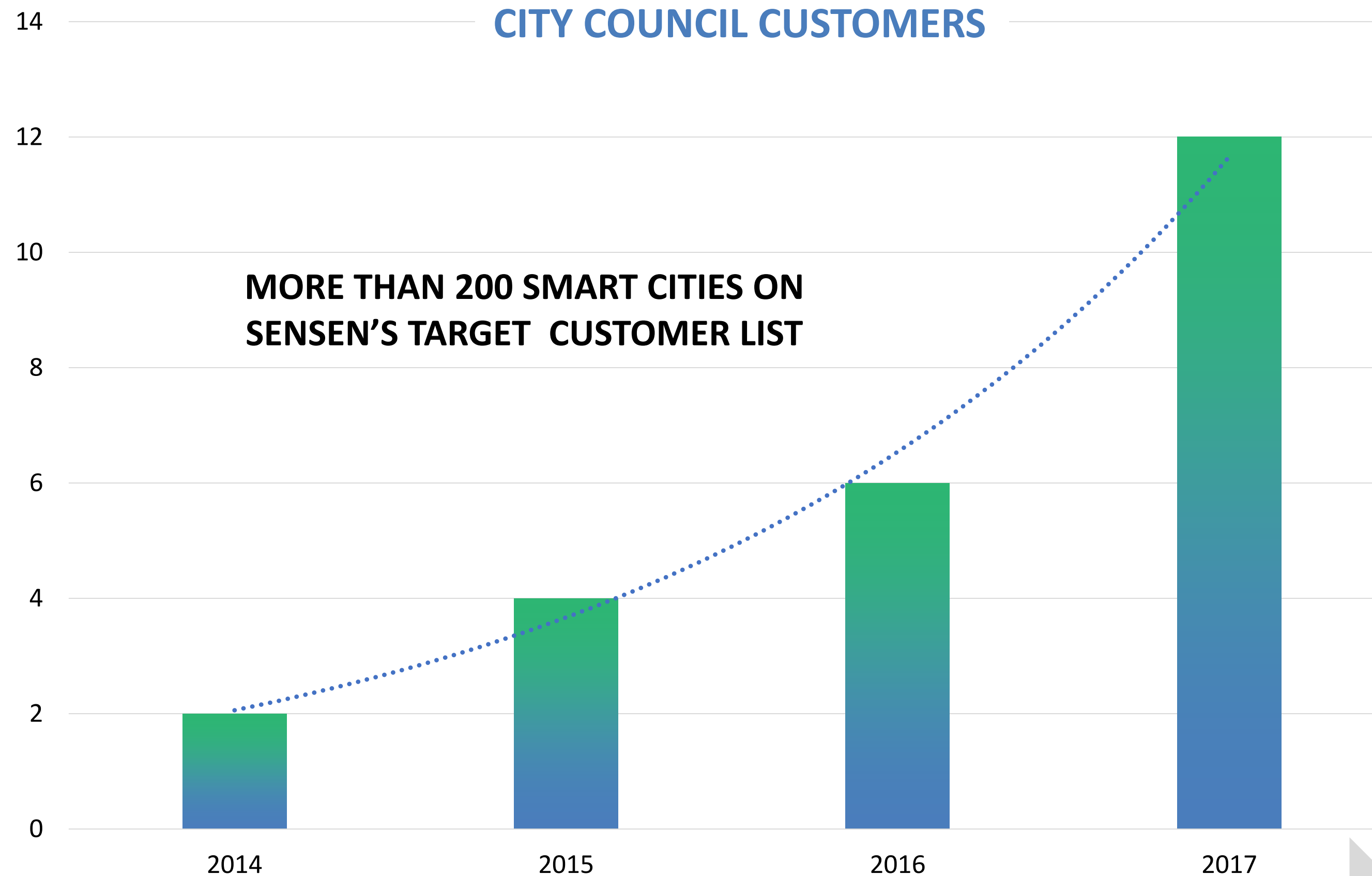
Security
Operations



Achieving Rapid Growth with City Councils

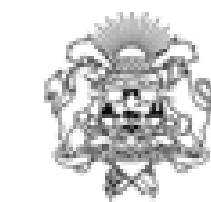
CITY COUNCILS ARE STICKY LONG TERM CUSTOMERS, AND WITH EVERY ADDITION, SENSEN'S RECURRENT REVENUE KEEPS GROWING.

SENSEN IS ESTABLISHING STRONG CHANNEL PARTNERS BOTH IN AUSTRALIA AND OVERSEAS TO RAPIDLY SCALE THE BUSINESS



R&D CUSTOMISATION FOR TWO COUNCILS

STANDARDISED OFFERING FOR THE FOLLOWING 12 COUNCILS, AND GROWING



THE CITY OF CALGARY



Land Transport Authority
We Keep Your World Moving



Brisbane City Council



TOWN OF VICTORIA PARK



TRONDHEIM MUNICIPALITY



CITY OF COPENHAGEN

FREDERIKSBERG KOMMUNE



Making Casino Operations Smarter



SenSen's key product, SenGAME, revolutionises table game operations in casinos, allowing customers to accurately monitor traffic inflow and analyse the impact of non-gaming events.

Delivers accurate, immediately actionable insights regarding:

- Table activity and occupancy heat maps
- Floor yield management, hands per hour and dealer KPIs
- Type and value of every bet placed on the gaming floor
- Fraud detection
- Loyalty and accurate rating of players
- Bonus bets, jackpots and cash drop



Strategic partnership with Crown Casino has brought SenGAME to market, progressively rolling out on all card games in Crown Melbourne.



SenSen is delivering unprecedented 100% accuracy in bet detection and recognition without change to layouts, chips or tables, and most importantly no retraining of dealers.

For information on all products, visit
www.sensennetworks.com



SenSen's Scalable Revenue Model

SOFTWARE AS A SERVICE (SAAS) MODEL WITH STRONG RECURRENT REVENUES

VERTICAL

REVENUE MODEL

Parking Enforcement

Per infringements processed or
yearly license fee for volume of
infringements processed

Parking Occupancy

Per bay per month

Sign/Line Audits

Per sign audited

Casinos

Per table per month

Retail stores

Per store per month



Customer acquisition is largely a tender driven process in the city council/smart cities sector; sales cycle is 6-12 months



Casinos are large enterprise customer deals with a sales cycle of 6-12 months



Customers across both sectors are long-term sticky customers



New Contracts Since Listing

WITH SMART CITIES



Multi-year contract signed with Singapore Changi Airport to provide airport safety Video Content Analysis



The new Changi Airport contract follows the multi-year parking and traffic contract with Changi announced in October 2017, supporting Singapore's world-leading drive to become a 'smart city'



5 year agreement signed with City of Calgary, Canada to monitor for parking violations – subsequently expanded to generate A\$1.9 million revenue in FY18 with strong recurring component



Launched in US in March 2018 through teaming agreement with NYC-based urban tech infrastructure developer Silicon Harlem



Immediate Growth Strategy



- **ORGANIC GROWTH**
Expand global distribution network to acquire new customers
- **INNOVATION**
Develop cutting edge innovations to stay ahead of the competition
- **VALUE EXPANSION**
Offer new value-added products and services to existing customers
- **VERTICAL EXPANSION**
Expand into high growth market segments like retail, logistics, mining
- **STRATEGIC ACQUISITIONS**
Strategic acquisitions of earnings accretive enterprises

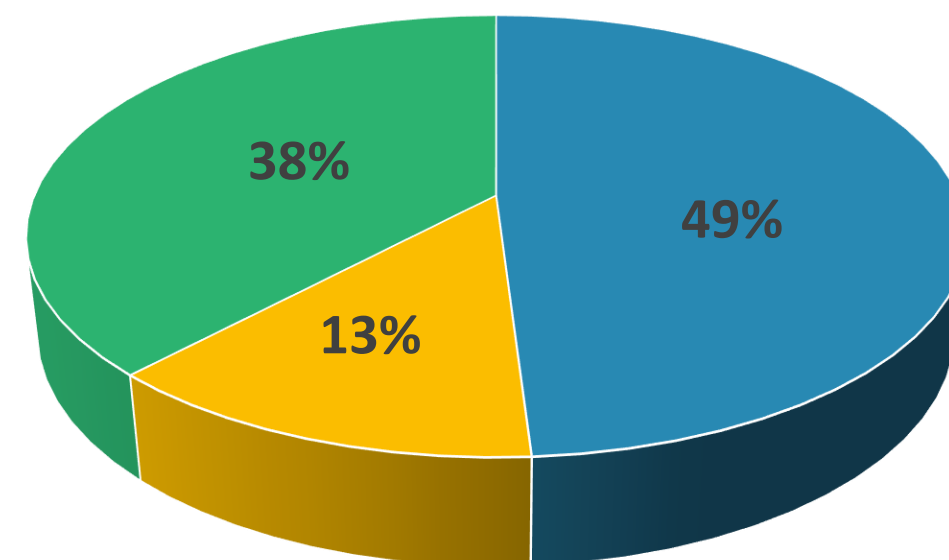


SenSen Corporate Snapshot

TRADING INFORMATION

ASX STOCK CODE	SNS
Date of listing at 10c/share	18-Oct-17
Share price as at 9 Apr 18	16.5c
Unlisted options	15.6m
Fully diluted shares	392.4m
Fully diluted market cap	\$65m

Share register



- HNW and retail investors
- Institutional investors
- Management and directors



BOARD OF DIRECTORS

Dr Subhash Challa	Executive Chairman
David Smith	Executive Director
Zenon Pasieczny	Non-Executive Director
Jason Ko	Non-Executive Director



Accelerating Revenue Growth

	FY15 (\$M) AUDITED	FY16 (\$M) AUDITED	FY17 (\$M) AUDITED	H1 FY18 (\$M) AUDITED
Total Revenue	0.42	1.11	2.07	1.79
Total Cost of Goods	0.51	0.37	0.84	0.63
Gross Profit	-0.09	0.73	1.22	1.16
Gov't Grants (R&D and EMDG + Other Income)	0.92	1.02	0.85	0*
Total Income	0.83	1.75	2.07	1.16
Total Expenses	3.03	2.35	2.91	2.29**
Net Profit	-2.20	-0.60	-0.84	-1.13



Achieved **H1 FY18 revenue growth of 164%** year-on-year to \$1.8m, driven by a combination of both new client contracts and existing recurring revenue from customers in Australia and overseas, with the biggest contribution in the December quarter.



Trend of **strong traction expected to continue over 2H FY18**, with revenue expected from both a healthy pipeline of new potential clients and recurrent revenue from SaaS licensing arrangements.

* R&D and EMDG Grants of \$720k received in February 2018

** Includes circa \$800k of costs relating to reverse takeover and re-listing



Investment Highlights

Proven, patented,
world-leading
technology operating
in exciting sectors:

- ✓ IoT
- ✓ Video Analytics
- ✓ Artificial Intelligence

A differentiated
product and service,
offering high-
accuracy solutions
that deliver
significant and
demonstrable return
on investment

Generating healthy
recurrent revenues
with an attractive
pipeline of blue chip
customers and strong
momentum heading
into 2018

Expanding global
footprint with a
proven and focused
growth strategy

Highly experienced
management team
with significant
expertise across
innovation,
commercialisation
and capital markets



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