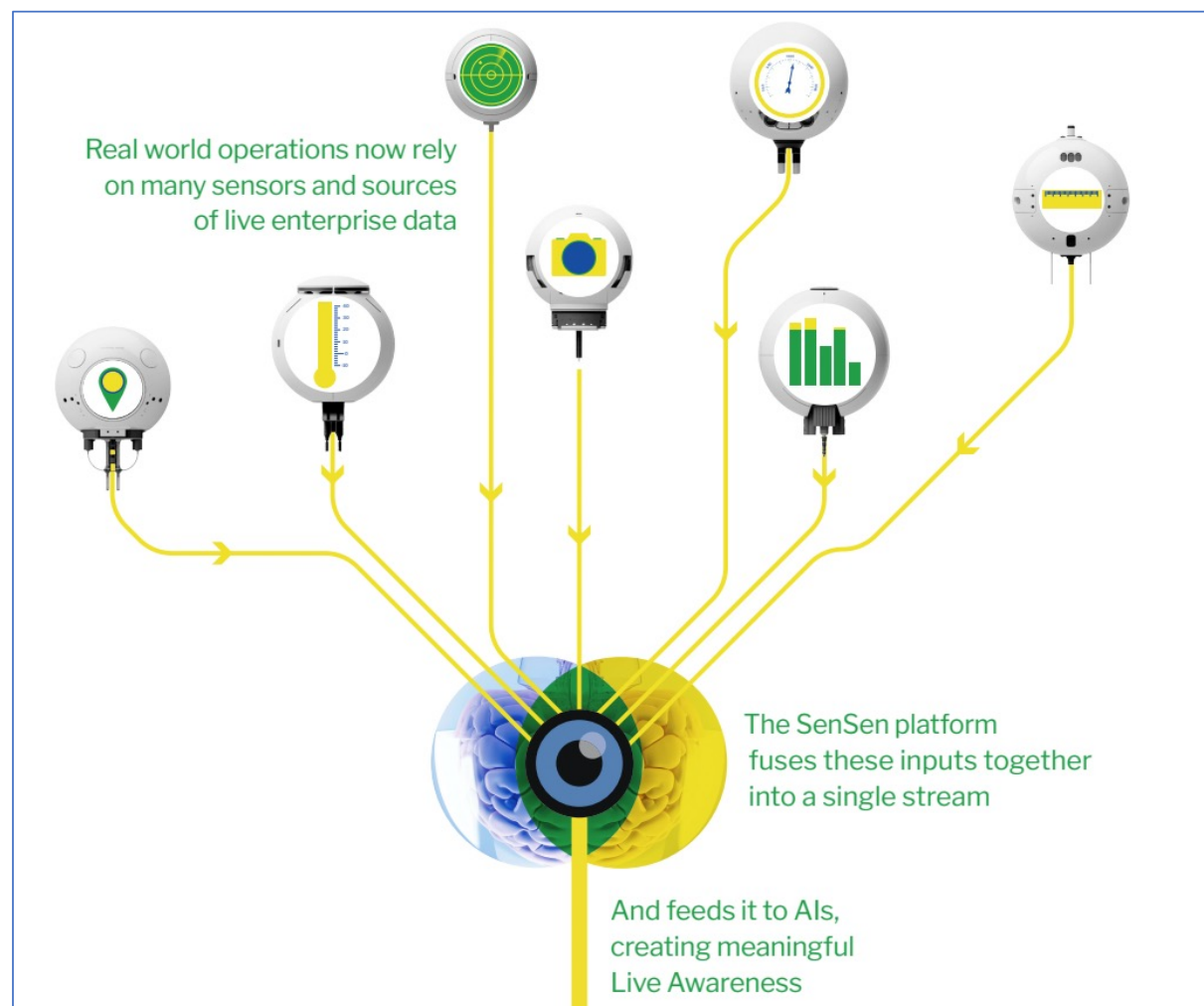


SenSen Networks Ltd. | ASX:SNS

Coffee Microcaps Presentation 2 February 2024



Disclaimer



SenSen - Disclaimer

This presentation (**Presentation**) has been prepared by SenSen Networks Limited (**SenSen**) for Coffee Microcaps.

Summary information - This Presentation contains summary information about SenSen and its activities which is current only as at the date of this Presentation. SenSen may in its absolute discretion, but without being under any obligation to do so, update or supplement this presentation. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in SenSen or that would be required in a prospectus or other disclosure document prepared in accordance with the requirements of the *Corporations Act 2001* (Cth) (**Corporations Act**).

Industry and market data – In this Presentation, SenSen refers to certain market, industry, and statistical data used in connection with this Presentation may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. Neither SenSen nor its representatives have independently verified any such data and no representation or warranty, express or implied, is made as to its fairness, accuracy, correctness, completeness or adequacy. Some data is also based on the good faith estimates of SenSen, which are derived its reviews of internal sources as well as the independent sources described above.

Not an offer - This Presentation is not a prospectus or other disclosure document under the Corporations Act and will not be lodged with the Australian Securities and Investments Commission. This Presentation is for information purposes only and is not an invitation or offer of securities for subscription, purchase or sale in any jurisdiction. The distribution of this Presentation (including electronically) outside Australia may be restricted by law. If you come into possession of this Presentation, you should observe such restrictions and should seek your own advice. Any non-compliance with these restrictions may contravene applicable securities laws.

Not investment advice - The information contained in this Presentation is not investment, financial product advice or recommendation to acquire Shares. This Presentation has been prepared without taking into account your investment objectives, financial situation or any other particular needs. This Presentation does not and will not form any part of any contract for the acquisition of shares. Each recipient of this Presentation should make its own enquiries and investigations regarding all information in this Presentation. Before making an investment decision, you should consider whether it is a suitable investment for you in light of your own investment objectives, financial situation and particular needs and having regard to the merits or risks involved. Independent financial advice is recommended.

Future performance - This Presentation contains forward looking statements. Forward-looking statements generally relate to current expectations, hopes, beliefs, intentions, strategies or productions about future events or SenSen's future financial or operating performance. For example, statements regarding anticipated growth in the industry in which SenSen operates and anticipated growth in demand for SenSen's products and services, projections of SenSen's future financial results and other metrics are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "pro forma", "may", "should", "could", "might", "plan", "possible", "project", "strive", "budget", "forecast", "expect", "intend", "will", "estimate", "anticipate", "believe", "predict", "potential" or "continue", or the negatives of these terms or variations of them or similar terminology, but the absence of these words does not mean that a statement is not forward-looking. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements.

These forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance and may involve known and unknown risks, uncertainties and other factors, many of which are outside the control of SenSen. You are cautioned not to place undue reliance on any forward looking statement. Forward looking statements in this Presentation are based on assumptions and contingencies which are subject to change without notice. Actual results, performance or achievements may vary materially from any forward looking statements and the assumptions on which statements are based. The forward looking statements in this Presentation are based on information available to SenSen as at the date of this Presentation and nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. Except as required by law or regulation, SenSen undertakes no obligation to provide any additional or updated information whether as a result of new information, future events or results or otherwise.

Financial data – All dollar values in Australian dollars (A\$ or \$) unless otherwise stated. Recipients should note that this Presentation contains historical financial information. The historical financial information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of SenSen's views on its future financial condition and/or performance.

Trademarks – This Presentation may contain trademarks, trade names and copyrights of other companies, which are the property of their respective owners. Solely for convenience, some of the trademarks, trade names and copyrights referred to in this Presentation may be listed without the © or ® symbols, but SenSen asserts, to the fullest extent under applicable law, the rights of the applicable owners, if any, to these trademarks, trade names and copyright.

Disclaimer - Except for any statutory liability which cannot be excluded, SenSen, its related bodies corporate and their respective officers, employees and advisers expressly disclaim all liability (including negligence) for any direct or indirect loss or damage which may be suffered by any person in relation to, and take no responsibility for, any information in this Presentation or any error or omission therefrom, and make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of this Presentation.

World leaders in delivering
Live Awareness solutions to
Cities, Citizens and
Corporations
Using Sensor AI





	Achieved	Progressing
Cash flow positive*	<input checked="" type="checkbox"/>	
Optimised management structure Simpler structure with four key areas of accountability	<input checked="" type="checkbox"/>	
Board Review Appointment of an independent third-party to conduct review		<input checked="" type="checkbox"/>
Appointment of Independent Chairman Advanced discussions underway		<input checked="" type="checkbox"/>
Further cost reductions \$2.0M additional cost savings identified and to be fully implemented in Q3		<input checked="" type="checkbox"/>
Reduction in gearing \$1.5M of net debt repaid during the half year	<input checked="" type="checkbox"/>	

*We expect Q3 to be cashflow negative due to one off costs of redundancies and timing of NHVR COGS. However, with all the changes to the cost structures, we are on the long term cashflow positive trajectory in a sustainable manner there after.



Q2 FY24 Financial Update



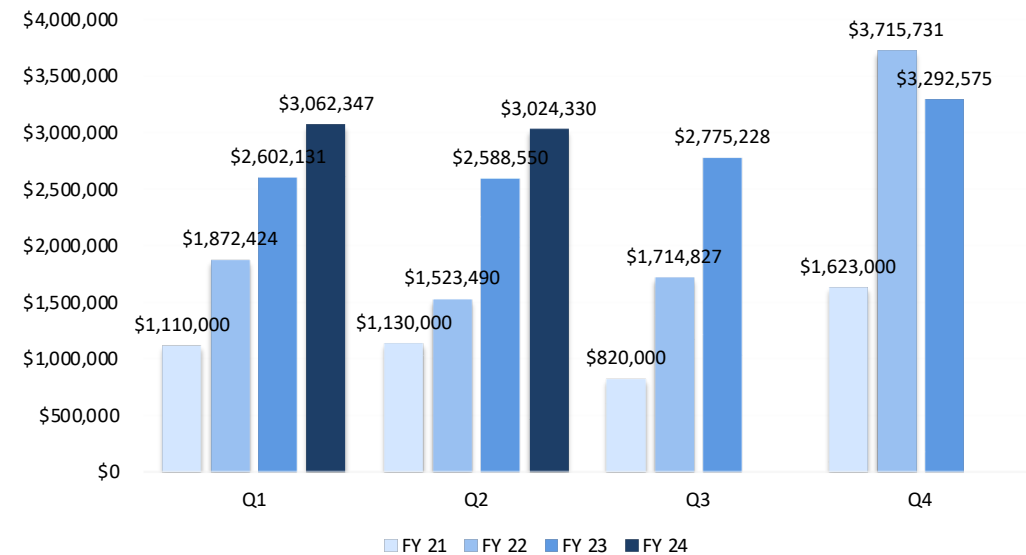
HIGHLIGHTS FOR Q2 FY24

- For the first time since listing, cash flow positive on an operating basis (\$0.6M vs PCP of negative \$2.2M);
- Q2 positive operating cash flow of \$1.7M vs PCP of \$0.7M;
- Record Q2 customer cash receipts of \$3.0M, a 17% increase on Q2 FY23 of \$2.6M;
- Cash on hand of \$2.8M and unused facilities of \$2.2M;
- Non-renounceable Entitlement offer completed, delivering \$2.1M for NHVR COGS and working capital.
- Debt reduced by \$1.5M YTD, closing debt \$1.5M

LOOKING AHEAD

- Restructuring costs and NHVR equipment purchases to impact Q3 FY24 Cash flow by c. \$1.4M
- India costs expected to reduce to approximately \$0.4M per quarter on an ongoing basis

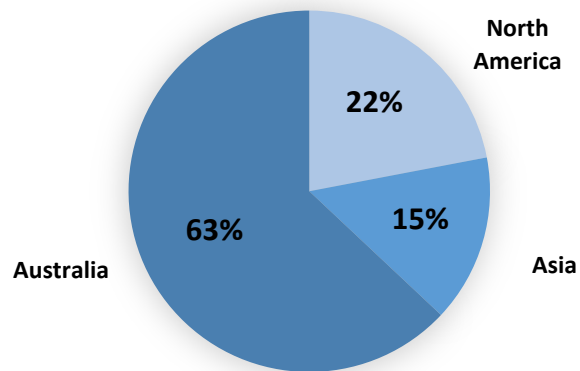
Quarterly Customer Cash Receipts



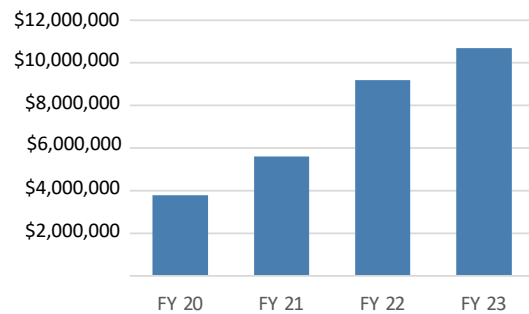
SenSen Revenue by Region



REVENUE SPLIT BY REGION FY23



SENSEN REVENUE GROWTH



SENSEN GLOBAL FOOTPRINT



Leading revenue generating solutions

Enforcement Solutions

- SenFORCE
- SenHVR
- GeminEYE

Surveillance & Loss Prevention Solutions

- SenTRACK
- SenVAS
- Scancam

Curbside Management Solutions

- SenMAP
- SenPIC
- SenSIGN

Cloud AI & Data Analytics Solutions

- SenDIT
- SenBLUE
- SenBOS

SenSen Technology & IP – The SenDISA Platform
15+ years in the making with multiple patents awarded and pending



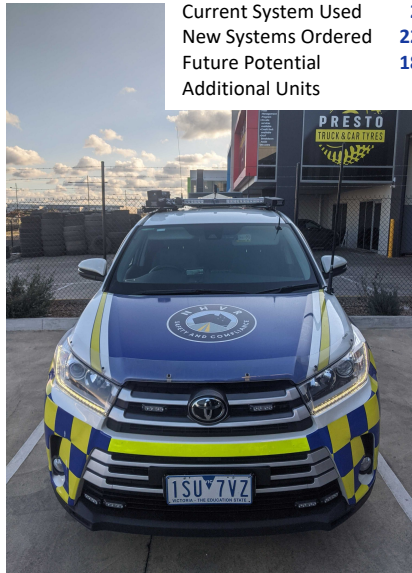
It's a Multi-Camera, Multi-Sensor Data Fusion software platform that can be reconfigured on demand to meet multitude of customer Live Awareness use cases



NHVR Contract Win Summary



Current System Used	2
New Systems Ordered	5
Future Potential	1
Additional Units	



Current System Used	2
New Systems Ordered	22
Future Potential	18
Additional Units	

NHVR Tender won, and contract executed for provision of Mobile and Rapidly deployable Automatic Number Plate Recognition System under a standing offer contract.

Standing offer contracts are standard contract arrangements where customers can progressively order additional units under the contract terms and conditions course of the contract term. Under these arrangements, *customers have the right to order but no obligation to order additional systems*

Summary

Current systems SW License & Maintenance	5 Units
New Systems with SW License & Maintenance Ordered	27 Units
Potential New Orders under the Standing Offer Arrangement	19 Units

This new contract expands the geographical footprint to include further coverage in Victoria and NSW and is anticipated to grow up to three times the initial size of the contract when expanded to other states in coming years.

The contract is valued at ~\$4m, where SenSen will earn upfront revenue of \$1.5m and annual recurring of ~\$500k p.a. over the term of the contract. Additional orders, if placed under the standing offer arrangement with NHVR, will further increase these revenue numbers.



New orders for smart city solutions in addition to NHVR contract – July 23 to Jan 2024 – Over \$1M

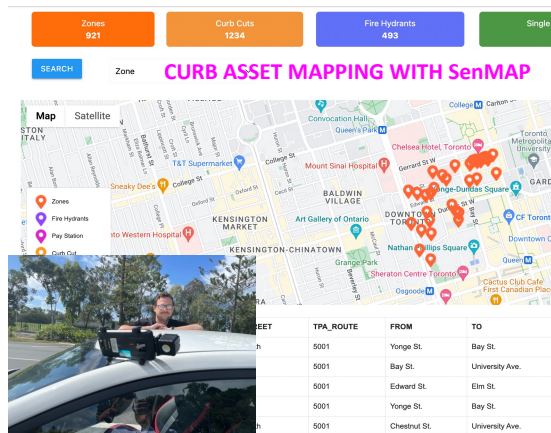


CURB MESSAGING DYNAMIC E-INK SIGNS

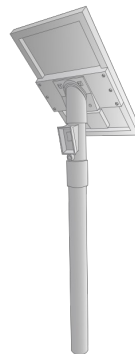


CURB ENFORCEMENT

New Orders for products shown for dynamic curb management received from multiple smart city customers in FY24 is over **\$1M**. This is in addition to the NHVR contract win mentioned earlier.



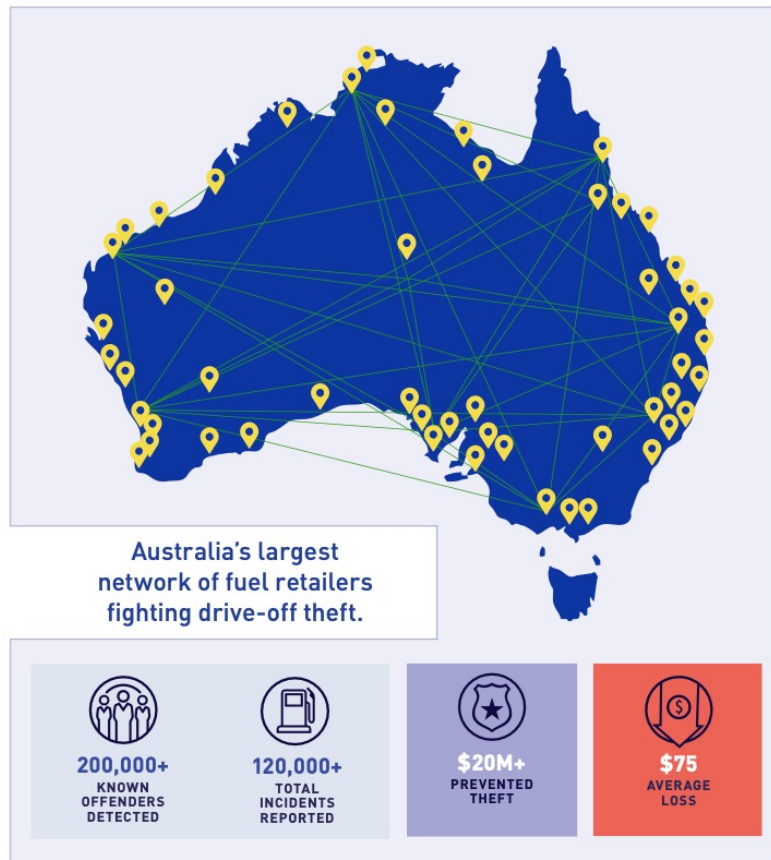
CURB MONITORING WITH SenPIC



We continue to grow the Scancam Fuel Retail Network.

We are operating in well over 400+ fuel stations and growing strongly.

75,000+
National known
offenders
database



STOP FUEL THEFT AND RECOVER LOSSES

\$20M WORTH OF THEFT PREVENTED

- 1 DETECT**
Fast and effective alerts, detecting when known offenders arrive on your forecourt.
- 2 PREVENT**
Attendants are notified in real time when a known offender arrives at the bowser.
- 3 REPORT**
Log all unpaid fuel incidents in a few simple steps.
- 4 MANAGE**
A powerful cloud-based incident management portal with automated footage retrieval and reporting.
- 5 RECOVER**
Dedicated fuel debt recovery services.

Fuel Recovery Services



North American opportunity - \$100m Smart Grants Program



Strengthening Mobility and Revolutionizing Transportation (SMART) Grants Program



The Bipartisan Infrastructure Law (BIL) established the Strengthening Mobility and Revolutionizing Transportation (SMART) discretionary grant program with \$100 million appropriated annually for fiscal years (FY) 2022-2026.

The SMART program was established to provide grants to eligible public sector agencies to conduct demonstration projects focused on advanced smart community technologies and systems to improve transportation efficiency and safety. Of the 59 Projects approved, 9 target Curb Management and are in the order of ~US\$2m each, also referred to as “Code the curb”, where SenSen has a competitive advantage due to its market leading position in Australia and Canada, and partnership with the City of Las Vegas.

In anticipation of this emerging market, SenSen invested significant R&D over the last few years developing patent pending & award-winning solutions for this market. SenSen “Digital Kerb” project funded by TfNSW earned close to \$1m in revenue and lead to the industry’s best award in the recently concluded Parking Australia Awards.

CEO Subhash Challa met with many of these cities with proof-of-concept trials kicked off and under progress. We established several channel partnerships that are targeting smart grant program and expect strong uptake of SenSen solutions and future revenues to SenSen to flow from the SMART grants program.

Some of the Curb Management grant recipients



Rapidly growing the North American market through partners



SenSen is quickly gaining momentum in the Smart cities market in North America through channel partnerships with Gtechna and Blue Systems.

The following North American cities added through our partner Gtechna in North America

- Toronto, ON
- Ottawa, ON
- Macon, GA
- Kitchener, ON
- Banff, AB
- Whitby, ON
- SPAQ (Private entity)
- AND further cities in the pipeline



SenSen recently partnered with Blue Systems, a US-based smart mobility solutions provider to win a contract with Sourcewell to offer local governments a curb-side monitoring solution.

Sourcewell is a government owned cooperative purchasing organisation serving both state and local government in the US. It seeks to identify the key needs of its customer base and issues requests for proposal (RFPs) for solutions that address these needs. It then evaluates the submitted proposals and selects one or multiple winners.

It is expected that the Sourcewell association will increase the speed of pipeline conversion in the USA with trials already underway and an established sales pipeline of 20 cities in the USA.



FY23 Financial Highlights

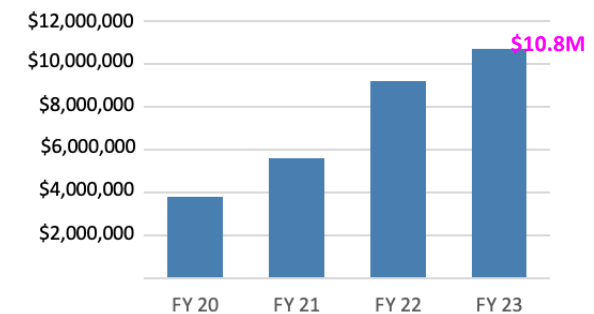


During FY23 the company pivoted to serving focused markets with standardised products resulting in

- Record revenues of **\$10.8M**, **up 18%** YoY
- Gross margin improved to **69%**, **up 7%** YoY
- Record customer cash receipts of **\$11.2M**, **up 25%** YoY
- **Loss** after tax of **\$7.4M**, **down 39%** YoY
- EBITDA **loss** of **\$5.5M**, **down 48%** YoY
- Net operating **cash outflow** of **\$4.8M**, **down 39%** YoY
- Customer net retention rate (NRR) of **95%**

- Revenues going **Up**
- Gross Margins going **Up**
- Losses going **Down**
- Cash-outflow going **Down**

SENSEN REVENUE GROWTH



With YoY growth of over ~17% already achieved in H1 FY24, we expect revenue growth to continue the momentum into FY 24 and beyond with sustainable cashflow positive operations from Q4 2024.



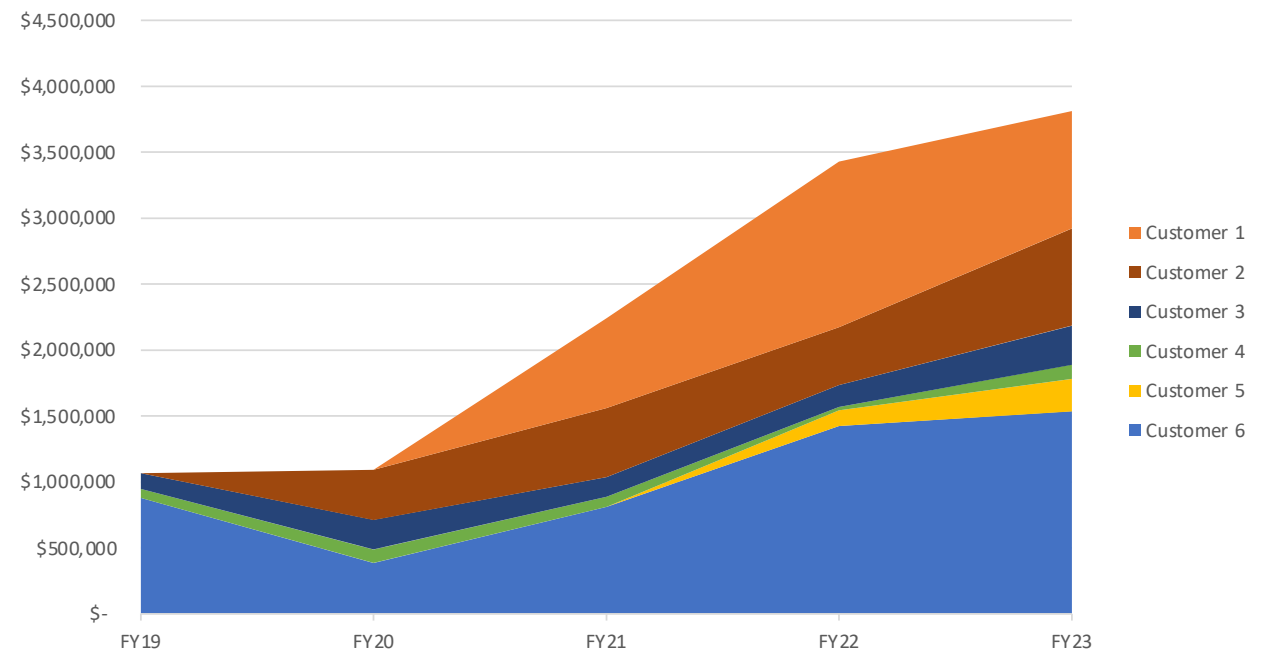
Life-Time Value of Our Customers



GAINING A FOOTHOLD

- SenSen customers have for many years seen the value of SenSen technology.
- Once through the initial barrier to entry of hardware investment and cultural change, SenSen's customers have progressively expanded their use of SenSen solutions, driving revenue growth.
- Over the last five years revenue from key customers has increased by over 3.5x (350%)
- This graph demonstrates our customer acquisition and retention strategy. Acquisition of customers is key and with increased demand for AI based solutions and services, our new customer acquisition rates have significantly increased setting us up for an exponential growth in years to come.

Significant customer revenue over time





sensen.ai
the Live Awareness platform

www.sensen.ai | sales@sensen.ai

Unit 2, 570 City Road,
South Melbourne
VIC 3205
Australia

3 Spring Street,
Sydney
NSW 2000
Australia

Purva Summit, 2nd Floor
White Field Rd, Hitec City
Hyderabad 500034
India

300 S. 4th Street Suite
180 Las Vegas,
NV. 89101
USA