

SenSen Networks Ltd.
ASX:SNS

Coffee Microcaps Investor Webinar Presentation

1 August 2023

Dr Subhash Challa, CEO



SenSen AI Positioning – Live Awareness

SenSen empowers enterprises to have real-time awareness of their operations & customer activity.

We call this **Live Awareness**.

It's a class of AI that uses cameras and sensors to constantly monitor business activity (physical world) and interpret that activity within the context of the business rules (digital information) to improve operational efficiency and safety of businesses.

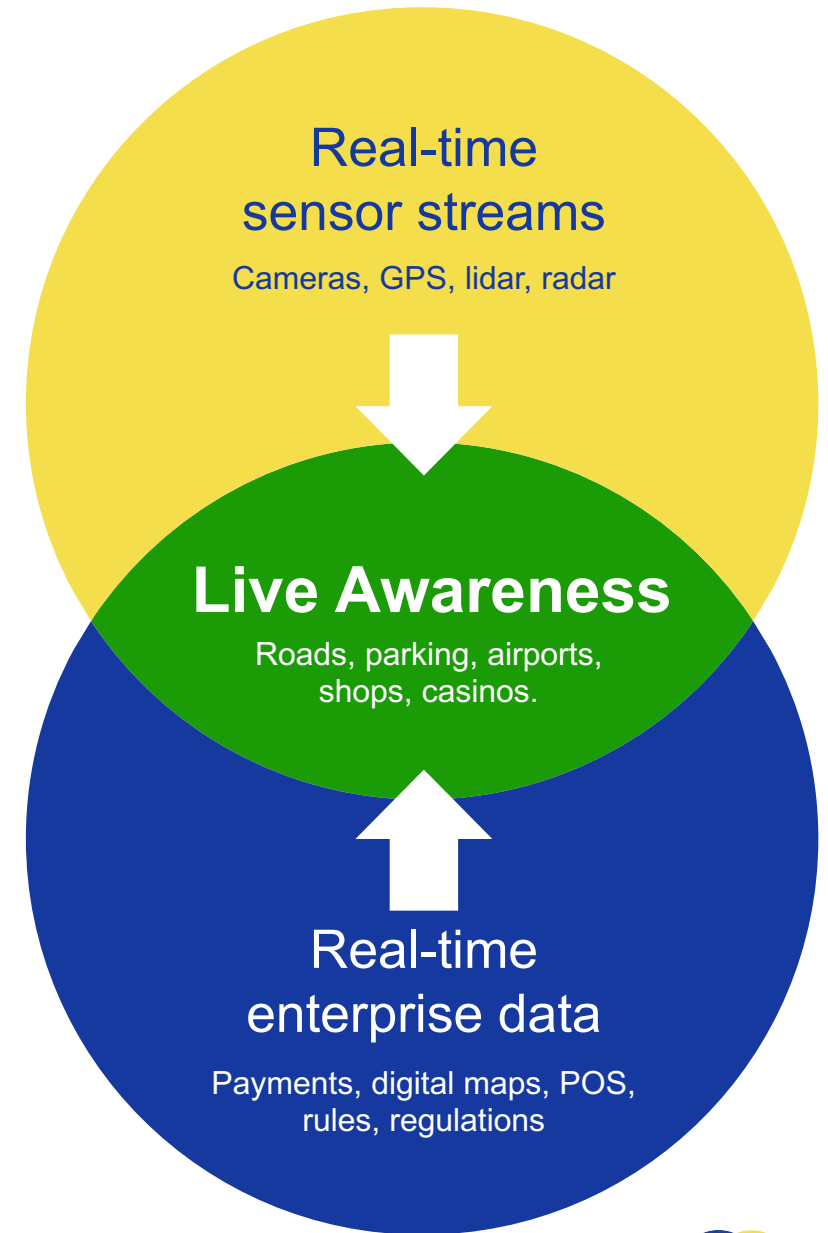
Some of the closest examples of Live Awareness AI include

- Self-Driving Cars: When a self-driving car stops because someone unexpectedly moves in front of the vehicle, that is Live Awareness in action; Similarly
- When a robot or a drone moves from one location to another delivering goods without bumping into anything or anyone on their way, it's Live Awareness in action.

The above examples illustrate the Live (real-time) awareness capabilities obtained from combining the sensor readings related to their surroundings and contexts to make decisions in real-time. However, they are limited to very narrow (focused on a specialist use case) or very broad (its value proposition is minimal to a specific use case)

SenSen designs its world Live Awareness platform that has similar capabilities of taking camera, GPS and lidar data like the self-driving cars or robots but focuses on solving enterprise operations problems. It is designed to be deployed anywhere and by any business to realise operational efficiencies.

Benefits of Live Awareness AI include increased efficiency, productivity and safety as well as reduced labour costs and improved customer service.



New Live Awareness AI Products Launched in FY 2023

6 Patents Granted - 5 for Gaming and 1 for Fuel Retail

A new capability to cost effectively digitize the Curb (known by the industry as “Coding the Curb” or “Digital Twin”)

Automate manual operations undertaken by rangers when driving enforcement vehicles

Launched a School Zone Enforcement solution using its patented pole insertable, solar powered WIFI/4G cameras and our privacy first, live awareness AI solution



We Now offer a complete solution to the fuel theft problem – we can offer theft prevention on its own, fuel theft recovery on its own or in combination – meeting every customer need within this industry.

Released our world’s first AI powered fully automated curb ordinance enforcement to support real-time enforcement operations within North America

Deliver real time safety alerts for operations linked to lashing/unlashing of containers and road safety within the port



Revenue Model



SaaS, annual recurring revenue

- Edge analytics software
- Back-office software

~60%

Hardware sales

- Prepackaged hardware solutions

~20%

Professional services

- Technology trials
- Solution design services
- Software installation & configuration
- Software customization services
- UAT support

~20%



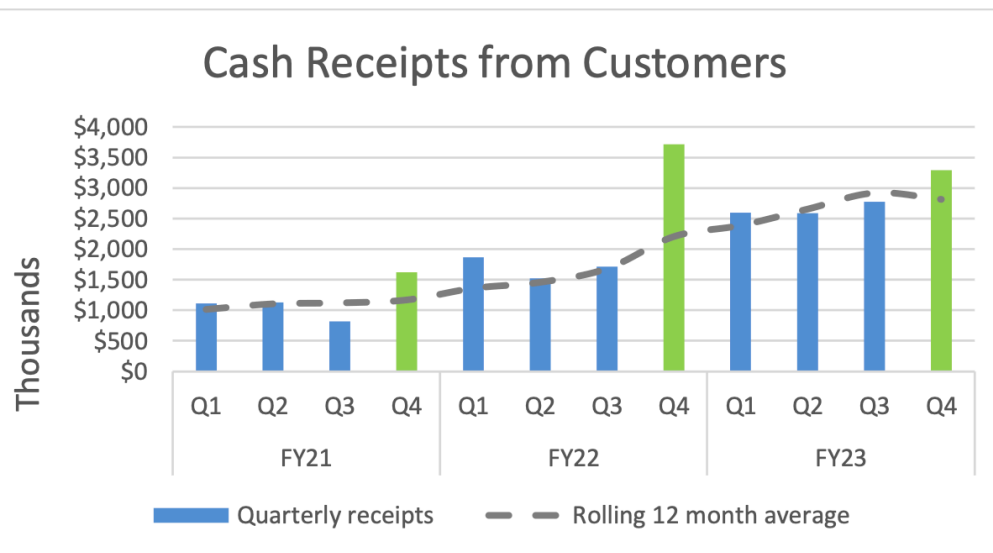
Financial Highlights

SenSen crossed in \$10M cash receipts, collecting \$11.2M in a financial year for the first time in its history. Previous high was \$8.8M in FY22. Collected \$3.3M in Q423 (slightly less than \$3.7M collected in Q422).

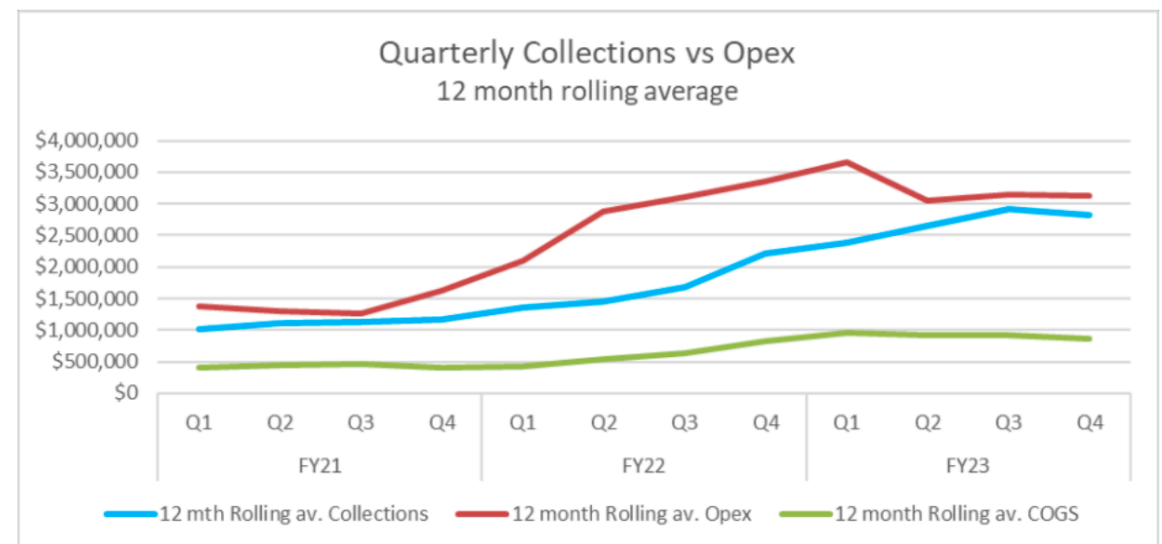
~27% YoY growth in customer cash-receipts against the backdrop of extremely turbulent economic conditions.

Demonstrates resilience of the business with a balanced mix of government and private enterprise customers.

Growing revenues while simultaneously reducing costs – leading towards cashflow positivity



Note: Green bars in chart above identify comparable quarters.



The multi-quarter moving average trend above clearly shows that the blue line (customer cash receipts) is getting closer to cross over the red (opex) and is poised to drive the company to cash-flow positive territory in FY2024.



Casino Gaming Update

SenSen has won new contracts worth over USD\$1M (~A\$1.53M) in this quarter that include:

- A new three-year US\$969k contract (~A\$1.44M) contract with a new Asian casino.
- A contract for a paid trial of US\$60k (~A\$89k) with an independent casino in Asia.

SenSen has further strengthened its gaming patent portfolio with the granting of the following five patents in the last six months and the portfolio now comprises three granted patent families in multiple countries. Protection in further countries for these patent families is ongoing.

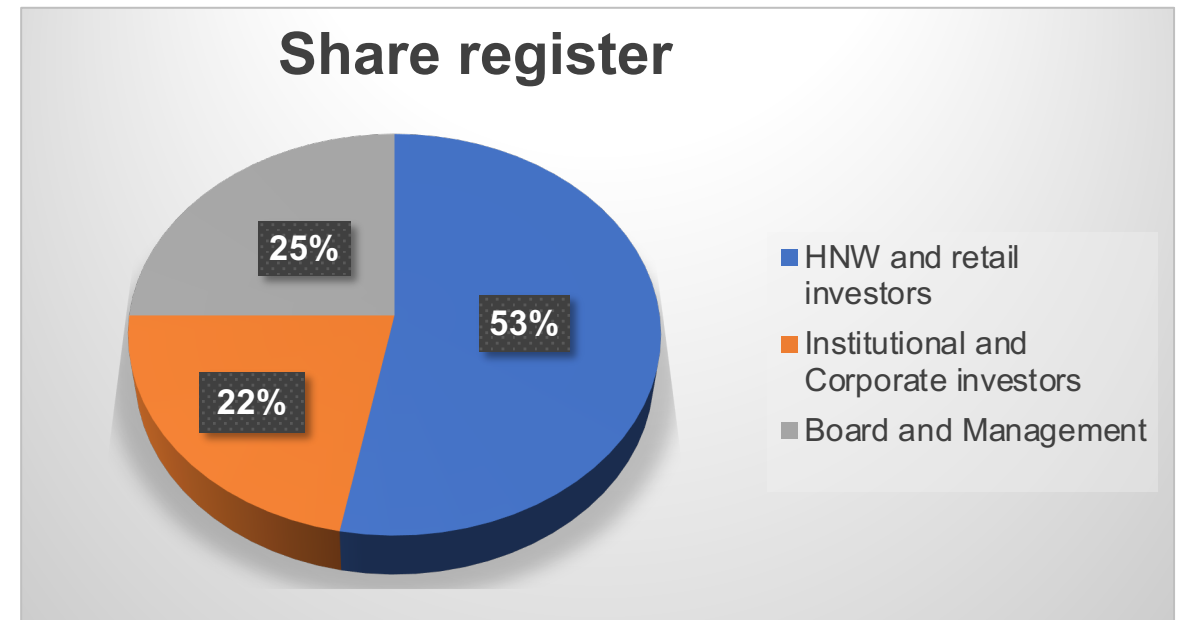
No further updates on
Patent dispute with Angel

Country	Patent No.	Granted Date	Title
Australia	2018344762	5 January 2023	System and Method for Machine Learning-Driven Object Detection
South Korea	2501264	14 February 2023	System and Method for Machine Learning-Driven Object Detection
USA	11,580,746	14 February 2023	System and Method for Automated Table Game Activity Recognition
Chile	66561	7 March 2023	System and Method for Machine Learning-Driven Object Detection
Japan	7246382	16 March 2023	System and Method for Machine Learning-Driven Object Detection



Corporate Snapshot

ASX STOCK CODE	SNS
ASX Listing date	18-Oct-17
Share Price as at 31 July 2023	A\$0.065
Issued Shares	680,335,352
Market Capitalisation	~A\$44M
Top 20 Shareholders	63%
Board & Management	~25%
Total shareholders	2,172



SenSen Board of Directors



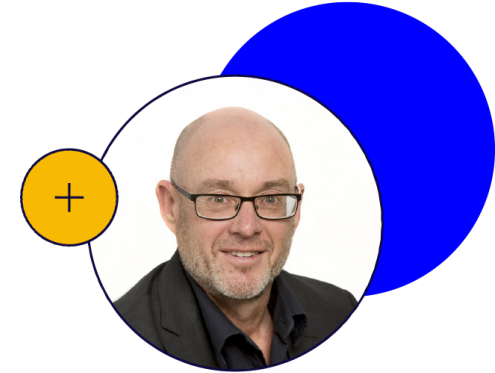
CEO
Dr. Subhash Challa

Subhash is a world leading authority in data science specializing in the analysis of video and sensor data with a focus on solving everyday business problems.



COO
Mr. David Smith

With an extensive background advising companies across all sectors, including tech, industrials and resources, David has driven the evolution of several emerging companies into multi-billion-dollar enterprises.



Non-Executive Director
Mr. Zenon Pasieczny

Zenon is an experienced venture capital investor and is closely involved in SenSen's strategic marketing and delivery of global communication messages to clients, partners and the media.



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Thank you

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sensen.ai
the Live Awareness platform