

Investor Update

September 2020

ASX: SNS

OTCQB: SNNSE



sennnetworks®

The who

We are the world leaders in **delivering productivity and safety solutions** to Cities, Citizens and Corporations

Our Secret Sauce

The SenDISA Software Platform

A reconfigurable data fusion software

that interfaces with cameras and sensors to extract accurate & actionable insights to help improve productivity & safety of our customers



The SenDISA Platform

10+ years in the making with multiple patents awarded and pending

Market Specific Solutions

Road Safety

Tolling

Traffic Analytics

Civic Compliance

Parking Management

Shopping Centres

Casinos

Retail Stores

Elderly Care Facilities

Roads and Parking

Buildings & Spaces

REST API, SQL, SOAP, JSON, File Exchange

Enterprise
Integration APIs

SenDISA

Multi-Sensor Data Fusion Platform

Sensor API

Cameras

Smart Phones

Sensors
Lidar, GPS, PIR

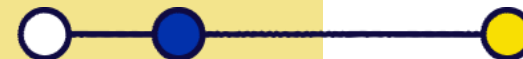
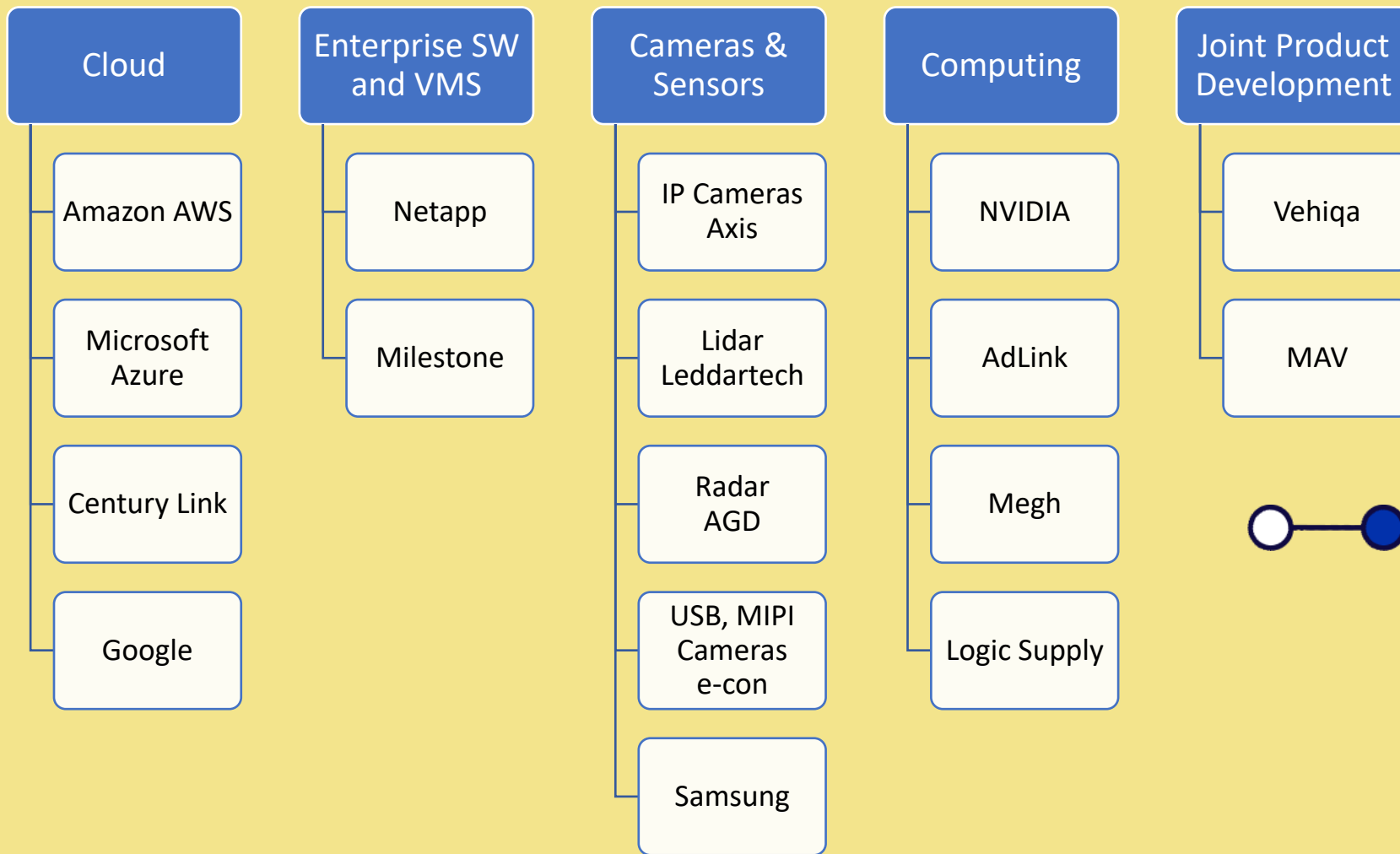
Other Sensors

Controls
Pan-tilt-zoom,
aperture, Gain,
Shutter,
Illumination

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



Solution Partners

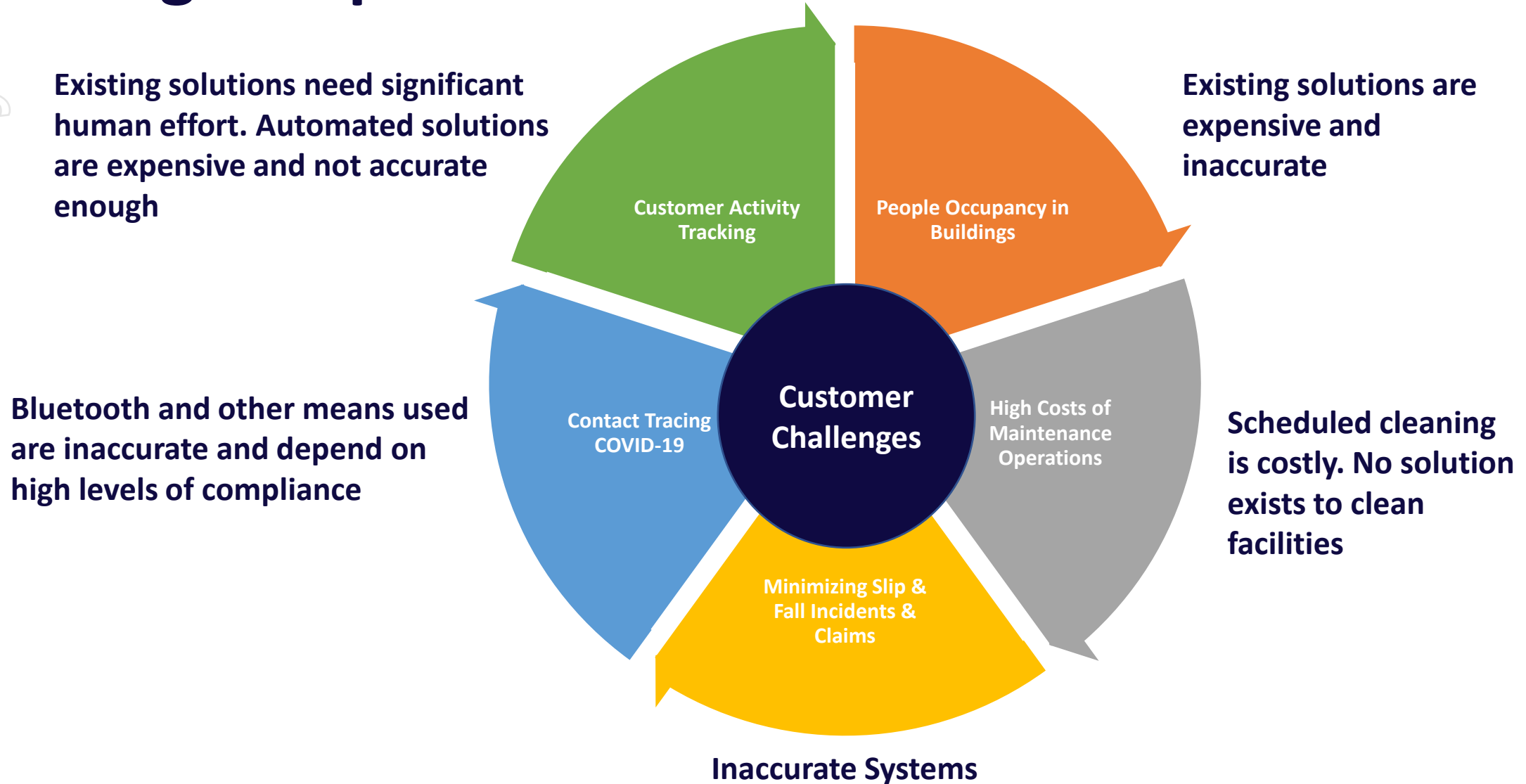


Market Focus - I Roads and Parking



Market Focus - II

Buildings & Spaces



Our Representative Customers

Australia



Singapore



Canada



USA



Casinos



Roads & Parking

Market Segment: *City councils*



The Problem

Improve *Productivity & Safety* of parking operations

Improve Staff safety when
on enforcement duties

Expand coverage to
include all areas

Reduce Congestion caused
by Illegal Parking

There are no off-the shelf products or
solutions to address these problems in a
holistic way

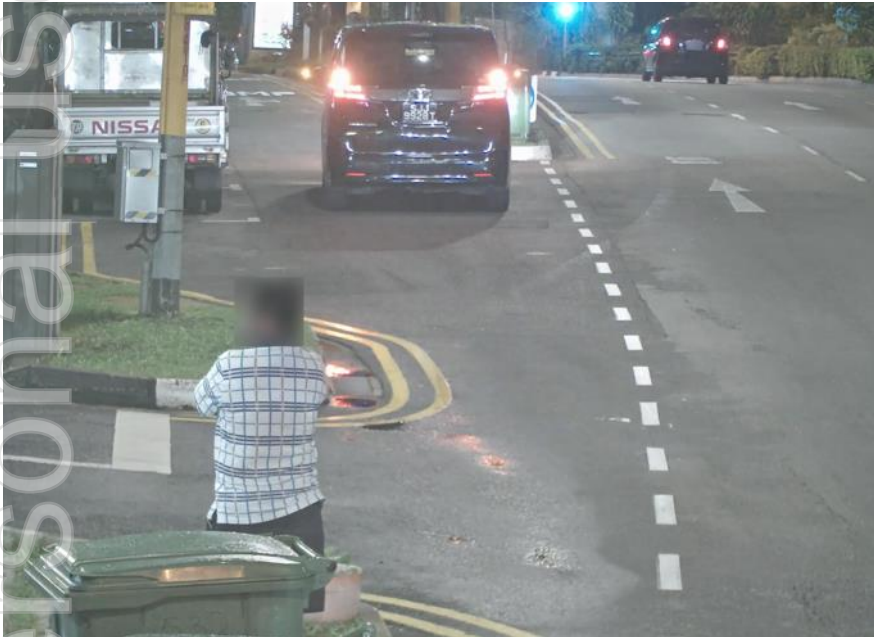
SenSen Solution

Automated Enforcement for City-Bylaws

A SenDISA Platform Configuration

Mobile
Automated
**City By-laws
Enforcement**





CCTV based City By-laws Enforcements

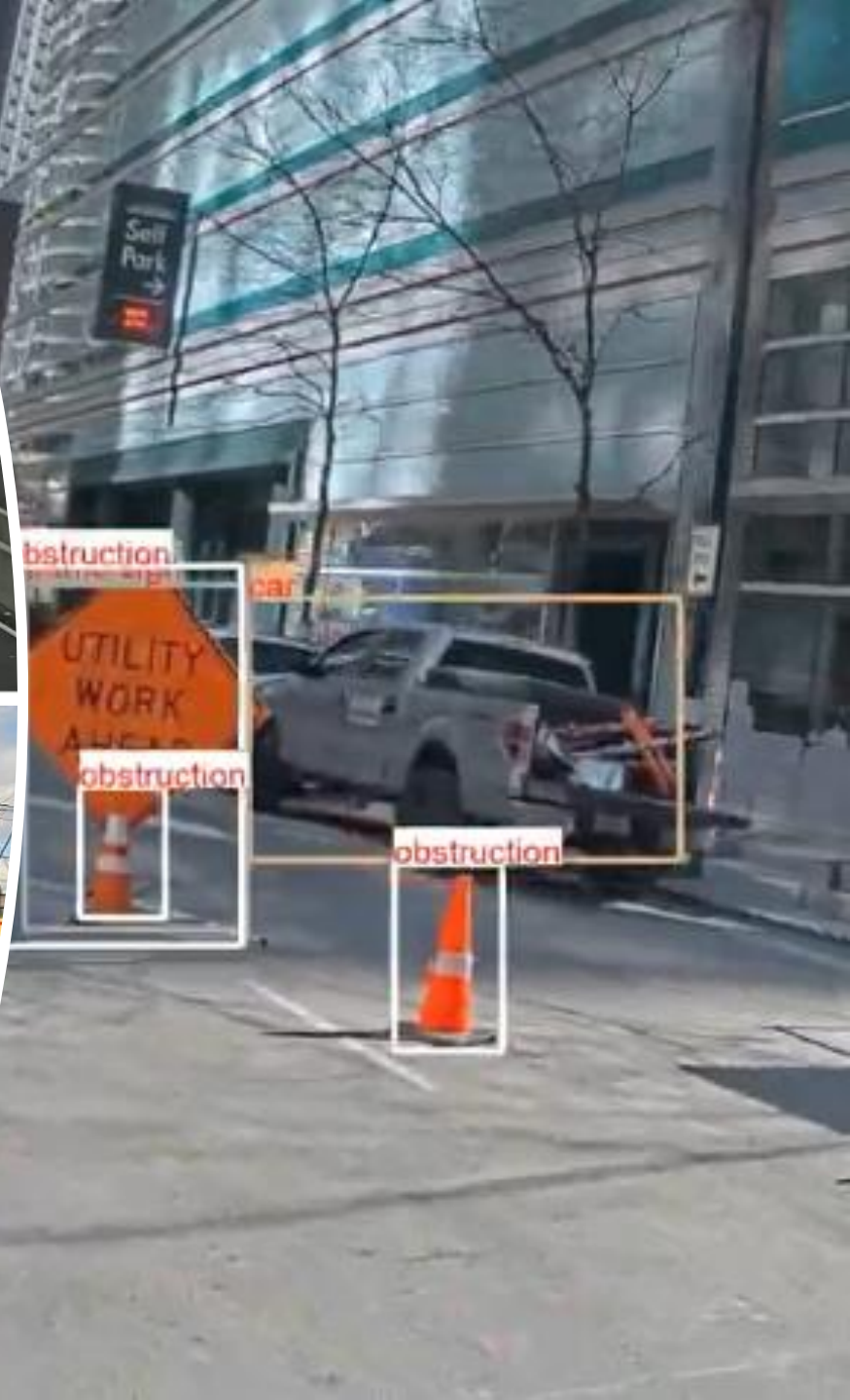
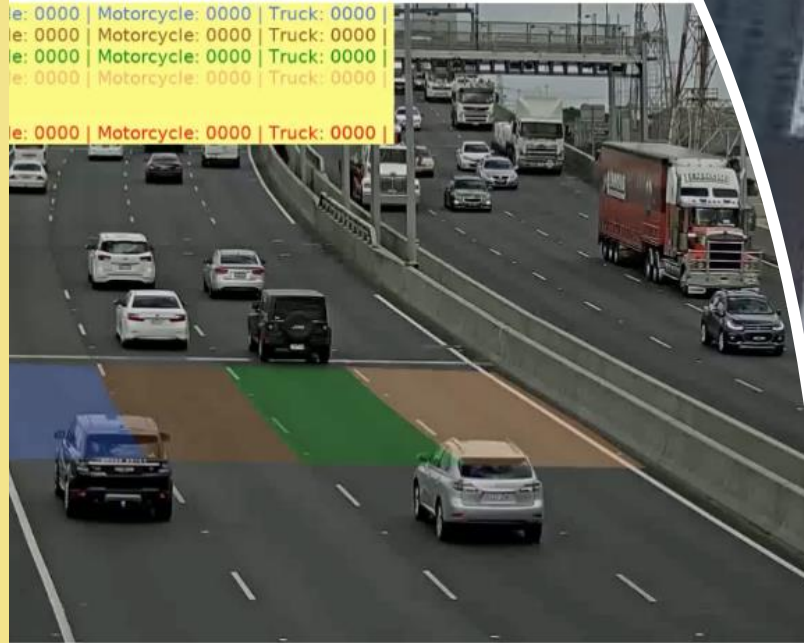
Value Added Solutions

- Sign & Asset Audits
- Traffic Surveys

orks

Vehicle Counting & Classification

le: 0000 | Motorcycle: 0000 | Truck: 0000 |
le: 0000 | Motorcycle: 0000 | Truck: 0000 |
le: 0000 | Motorcycle: 0000 | Truck: 0000 |
le: 0000 | Motorcycle: 0000 | Truck: 0000 |
le: 0000 | Motorcycle: 0000 | Truck: 0000 |



Roads & Parking

Market Segment: *Road Authorities*



The Problem

Delivering on *Vision Zero (road safety) outcomes* to communities is expensive

Detect Speeding,
Distracted Drivers using
single integrated device

Rapidly Deployable

Cost Effective



Existing solutions are costly, complex, needing frequent re-calibration and use disparate devices to monitor different aspects



SenSen Solution

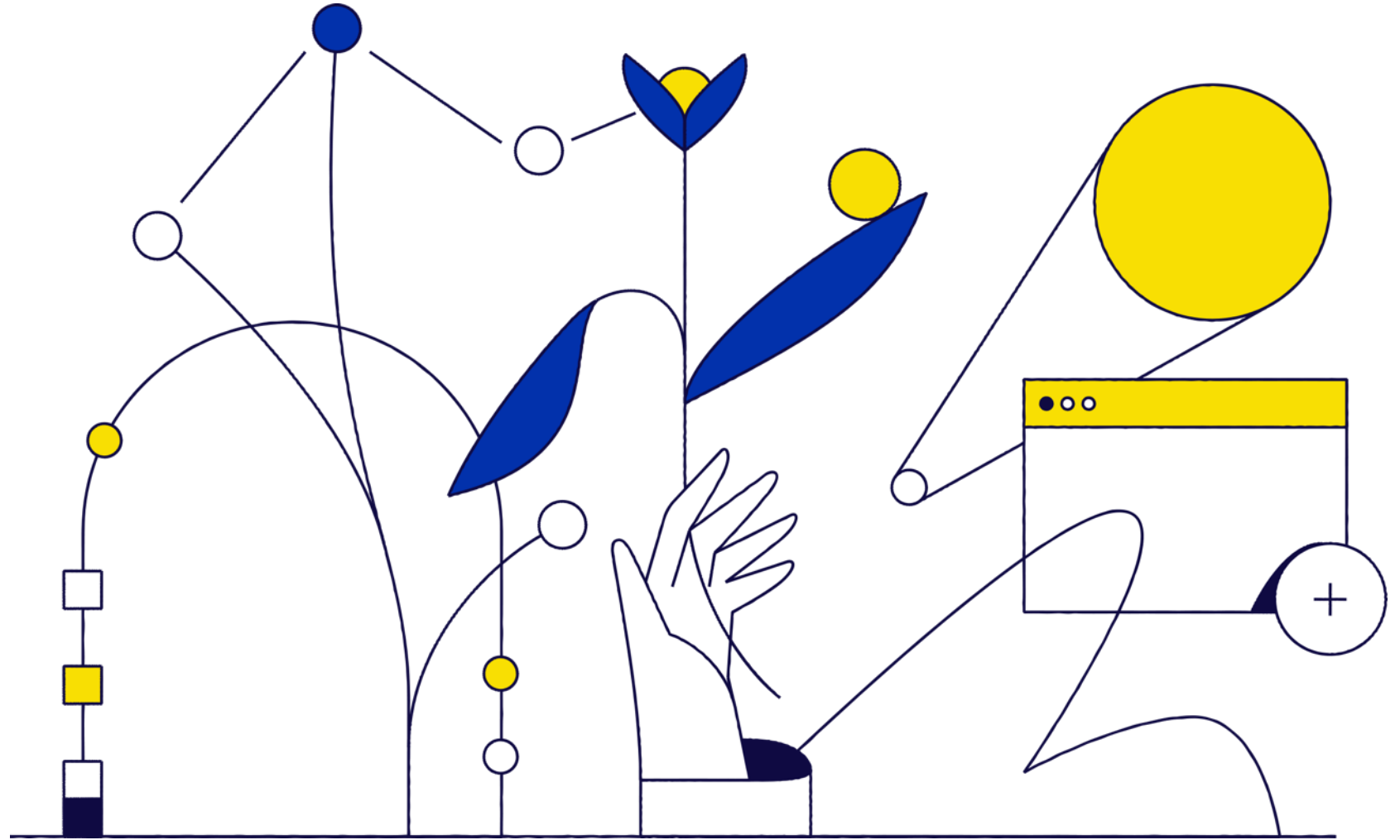
A Single Integrated low power solution that can rapidly deployed to detect all traffic violations like speeding vehicles, distracted drivers, red light violations and others

A SenDISA Platform Configuration

SenSen's Vision Zero Product Line

Powering Global Vision
zero initiatives

Vision Zero – A global
initiative to take Road
Accidents to Zero



Detecting & Enforcing Drivers Texting While Driving

PHONE USAGE

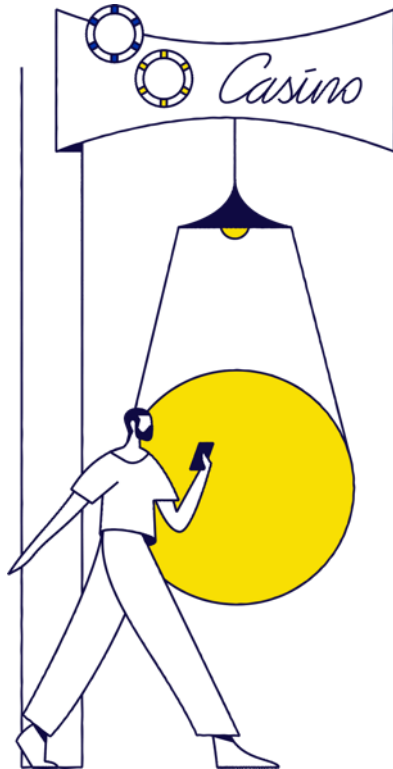
SEATBELT

PHONE

ersonal use only

Building & Spaces

Market Segment: *Casinos*



The Problem

Cost effective ways *to extract customer insights in real-time*

Tracking Table
Occupancy

Live Bet
Tracking

Floor Yield
Management

Side Bet
Tracking

Rating Players
Accurately

There are no off-the shelf products or solutions that can cost effectively extract customer insights in real-time

A cost-effective and highly accurate solution that can be retrofitted to existing casinos gaming tables and extract all relevant customer activity data in real time.

A SenDISA Platform Configuration

SenGAME for Live Table Game Analytics

Highest accuracy with no changes to layout, chips, dealer or player behaviour

60
140
140

[+]

lift your game

SenSen Networks SenGAME 3.0 delivers the highest accuracy of mixed stack height valuation including back betting. It is a plug and play solution which retrofits to existing tables that does not require changes to layouts, chips, dealer or player behaviour. It is inconspicuous and cost effective which is easy to install, calibrate and maintain.

Visit us during G2E Vegas at Stand #2236 for a live demo

 **sensennetworks**

Innovative, smart gaming solutions

Our Revenue Sources

Software License – SaaS Annual Recurring Revenue

- Edge analytics software
- Back office software

Majority of
our Revenue
(over 60%) is
Annual
Recurring
and growing

Hardware

- Prepackaged Hardware Solution

Professional Services – Upfront & Ongoing on need basis

- Technology Trials
- Solution design services
- Software installation & Configuration
- Software customization services
- UAT support



Roads and Parking

Current Customers Generating ARR						
Customers	Parking	Clean & Green	Road Safety	Tolls & Traffic	Infra Audits	Public Safety
Las Vegas, USA	X				X	
Calgary, CA	X					
Edmonton, CA	X					
Brisbane, AU	X	X			X	
Gold Coast, AU	X				X	
Cairns, AU	X					
Geelong, AU	X				X	
Tweed Heads, AU	X					
Hills Shire, AU	X				X	
Port Stephens, AU	X				X	
Logan, AU	X					
Ipswich, AU	X					
Mt. Kosi., AU	X			X		
Perisher, AU				X		
Transport NSW, AU			X			
LTA, Singapore	X		X	X		X
Nelson City, NZ	X					
Lumney Centre, NZ	X					





Buildings & Spaces

Current Customers Generating ARR

Customers	Parking	Clean & Green	Road Safety	Traffic	Public Safety	Customer Insights
Crown Casino, AU						X
Solaire Casino, Philippines						X
Changi Airport, Singapore	X		X		X	



Technology Trials in Progress

Potential Future ARR customers

New Customers Engaged In Technology Trials

Customers	Parking	Clean & Green	Road Safety	Tolls & Traffic	Infra Audits	Public Safety
Chicago, USA	X				X	
Melbourne, AU				X		
TMR Queensland, AU			X			
Transport NSW, AU	X				X	
Canterbury, NSW	X					X
Christchurch, NZ	X					
Singapore			X			
Abu Dhabi, UAE			X			
Dubai, UAE				X		
Netherlands, EU	X					
India				X	X	



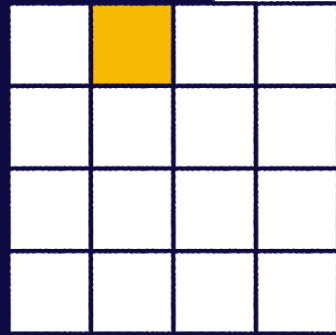
Financial Highlights

- As of Q1 2020, we have over 20 customers generating ARR; grew from 16 in FY 2020, and 8 in FY 2019
- As of Q1 2020, contracted total revenue is \$5.4m of which \$3.3m is ARR
- ARR is ~60% of our total revenue; grew steadily YoY from 35% in FY 2019
- The average ARR per client is ~\$160K per customer
- We had zero churn over the last 3 years
- Almost all existing customers bought additional services increasing our ARR per client over this period
- With 3 more quarters to go, we are well placed to have a record year for both total revenue and ARR

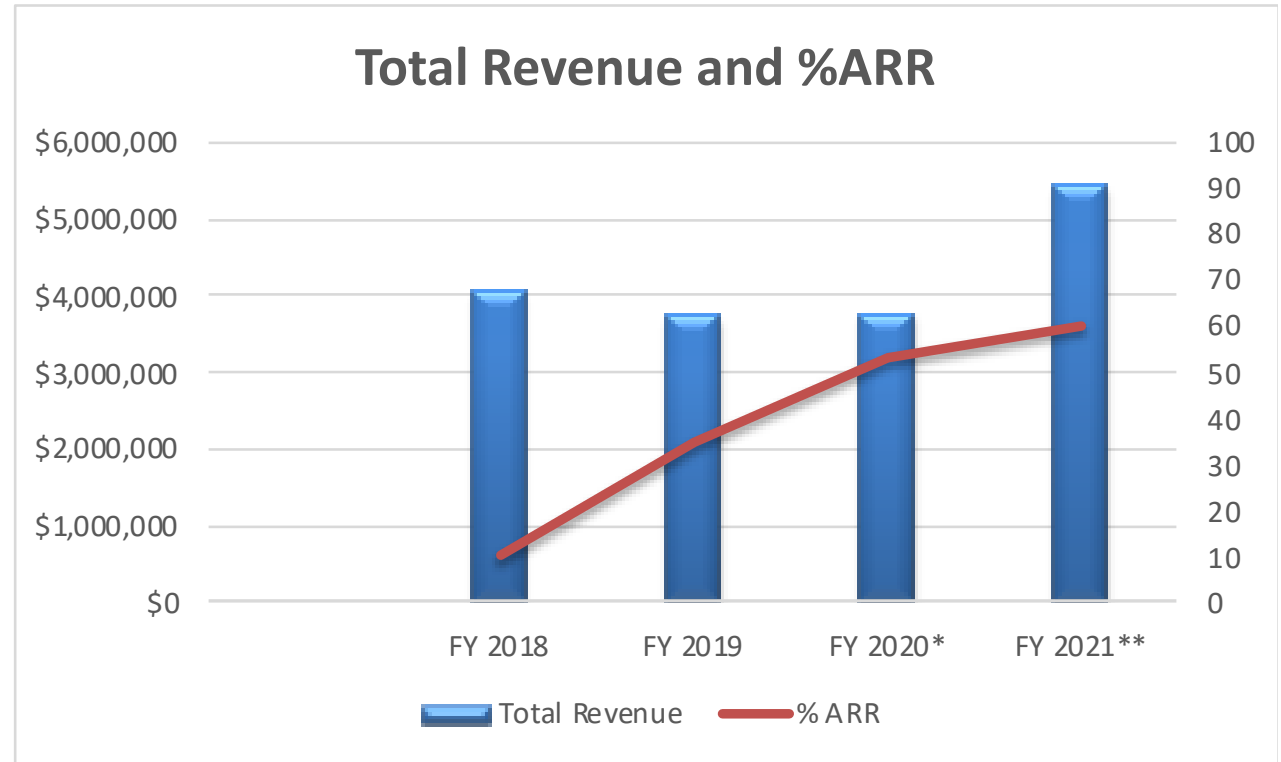
**SenSen's Financial Year is 1 July 2020 – 30 June 2021*



Financial Analysis

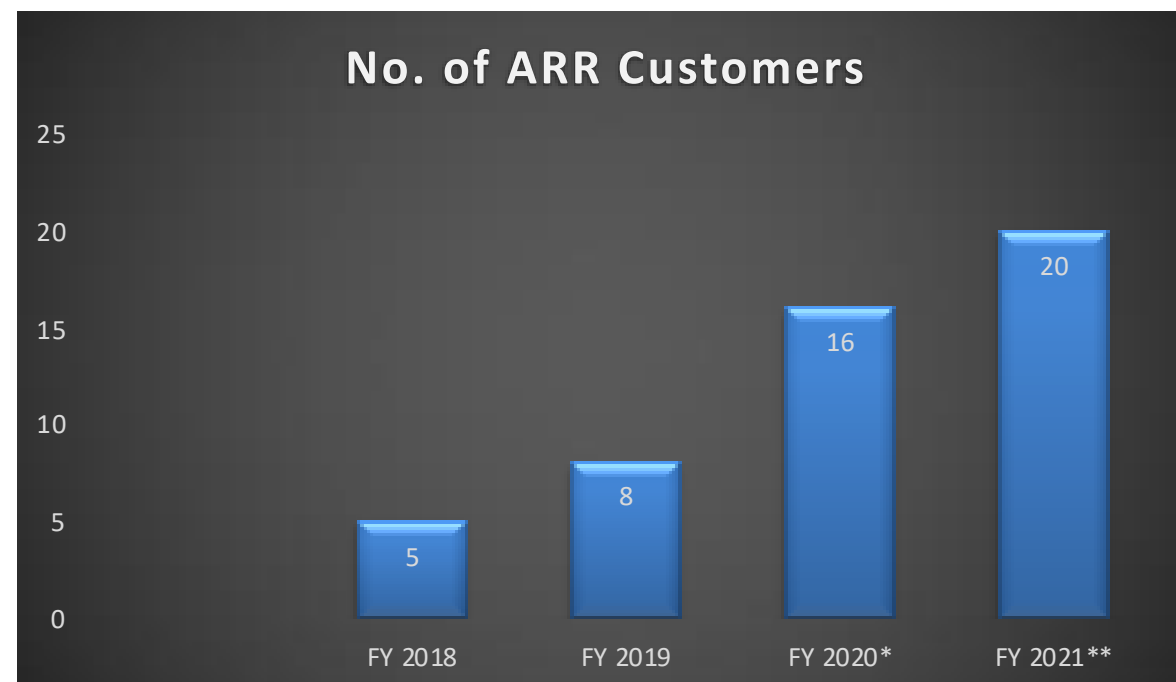
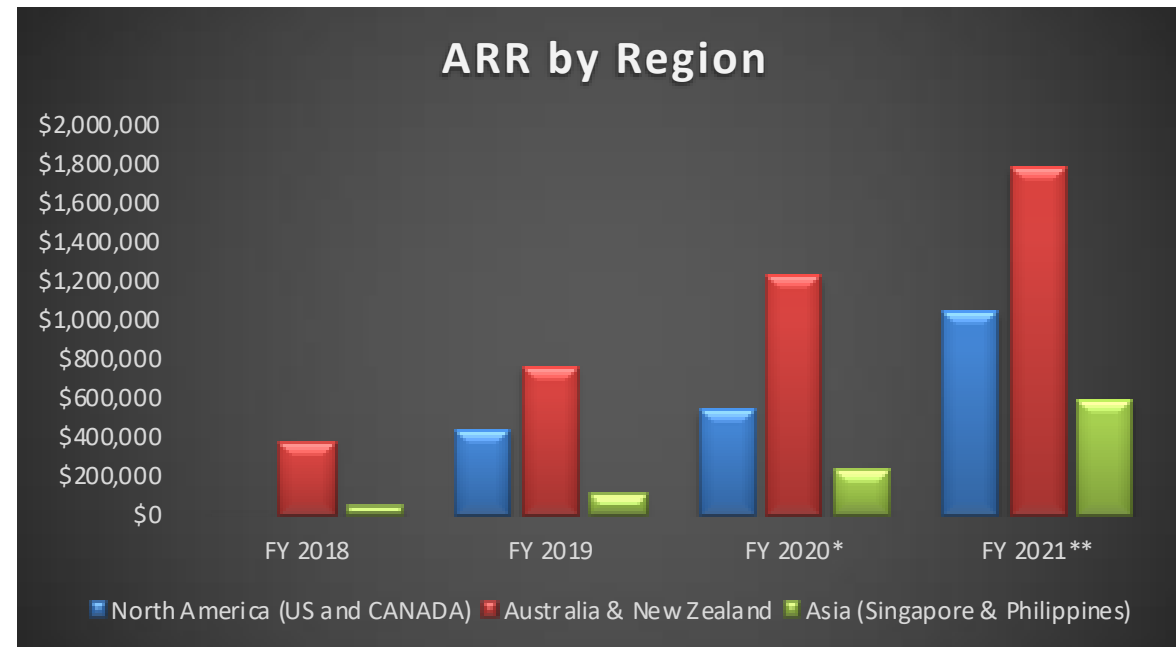


- FY 2020* numbers are pending final audit
- FY 2021** numbers are based on existing contracts as at Q1 2021
- Additional contracts awarded or modifications to existing customer contracts in the next 3 Qtrs will change these numbers



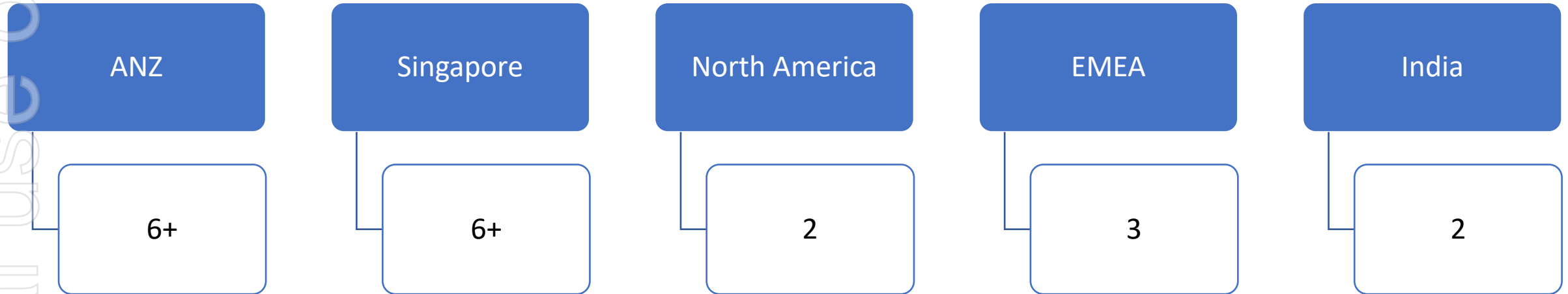
ARR Growth & Analysis

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Distribution Network

Driving Growth Through Partnerships



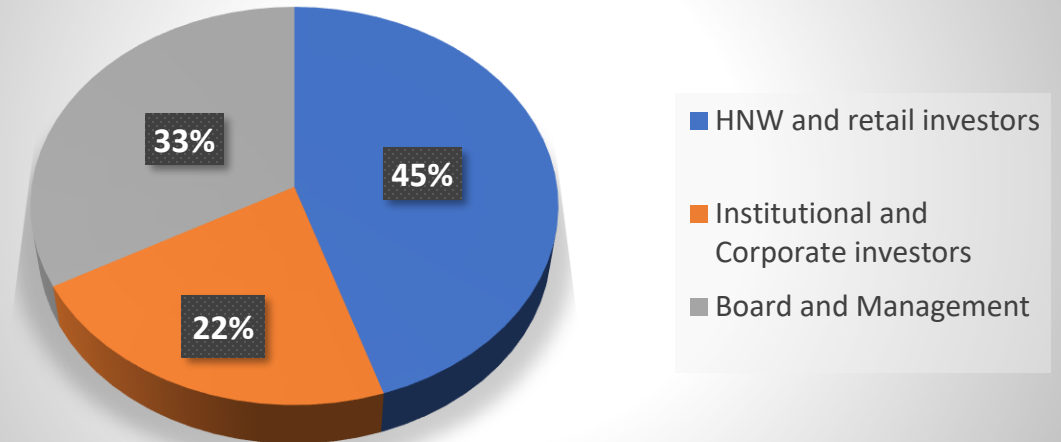
Corporate Snapshot & Share Register

ASX STOCK CODE
OTCQB STOCK CODE

SNS
SNNF

ASX Listing date	18-Oct-17
Share price as at 14 Sept 2020	A\$0.087
Issued shares	450.6m
Unlisted options (A\$0.155 – A\$0.45)	31.4m
Fully diluted market cap	A\$39.2M
Cash at 30 June 2020	A\$2.48M
Top 20 Shareholders	76%
Board & Management	~33%
Total shareholders	1,719

Share register



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.



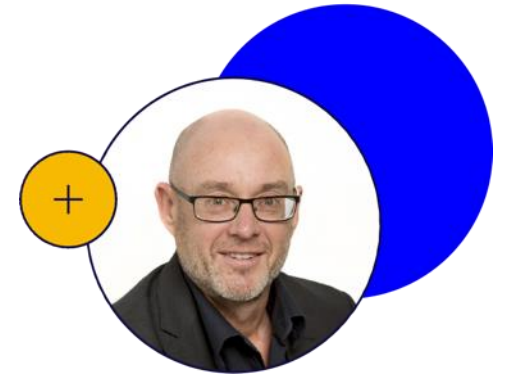
COO
Mr David Smith

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.



Executive Director
Ms Heather Scheibenstock

Heather has over 25 years' experience within the gaming and hospitality industries specialising in strategic planning, business development, stakeholder engagement and offshore growth.



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.





sensennetworks®
Ingenuity by Design

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