

AGM 2020

2 December 2020

ASX: SNS

OTCQB: SNNSF



sensennetworks®

World leader in delivering
most accurate, affordable
and adaptable AI-powered
productivity & safety
solutions to Cities, Citizens
and Corporations



Highlights

Growth Despite COVID – 19

Corporate

- Significant cost controls lead to a robust response to COVID-19 impact
- Likely to be a record year for key financial metrics:
 - total revenues
 - annual recurring revenues
 - cash-flow positivity
 - Profitability – subject to continued momentum
- Growth in global workforce to over 100 software engineers, technologists and project managers



Highlights

Growth Despite
COVID – 19

Corporate

- Growth driven by new ground-breaking innovations to provide disruptive price-based SaaS solutions:
 - Gemineye smartphone-based smart city monitoring solutions
 - Distributed computing-based casino table game monitoring solution
- Growth foundations established in the US:
 - Winning high reference customers like City of Las Vegas
 - Continued progress with City of Chicago
 - OTCQB Listing
- First Acquisition completed:
 - SNAP Surveillance Networks
 - Significant new capabilities are planned for release in Q3 and Q4 FY 2021
 - Augments SenSen efforts to further expand into security business vertical



Highlights

Growth Despite COVID – 19

Smart Cities

- Commercialisation of smartphone based analytics product line and many variants of the Gemineye product to meet varied market requirements in a complete SaaS model
 - Solar powered, Handheld, Curbside version and Vehicle Mountable Light-bar versions launched to expand
 - All variants are now commercially deployed driving significant growth
- Continued growth driven by SenFORCE - New Smart Cities customers added in the ANZ region
 - Hills Shire City Council
 - City of Port Stephens
- Continued expansion of services in Singapore - one of our key markets
- Existing customers like Brisbane, Calgary, Edmonton and others continued to order additional services



Highlights

Growth Despite COVID – 19

Casinos

- Casino customers order additional software and services despite slowdowns
- Solaire (Philippines) ordered additional tables
- Crown (Australia) continued roll out of new tables
- Existing customer testing new software capabilities related to Anti-Money Laundering
- Acquired Hippodrome Casino London (UK) for a new trial
- Significant pipeline established with multiple trials committed by global customers



SenSen Technology Components



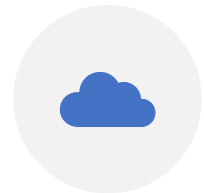
Cameras
Computer Vision



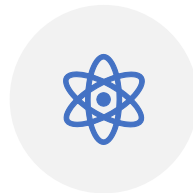
IoT – Sensors



Deep Machine
Learning



Cloud



Data Fusion
Algorithms



Data Science



Object detection
& Tracking

Bringing Together Leading Edge AI Technologies into a
single reconfigurable platform – SenDISA



Market Opportunity



AI

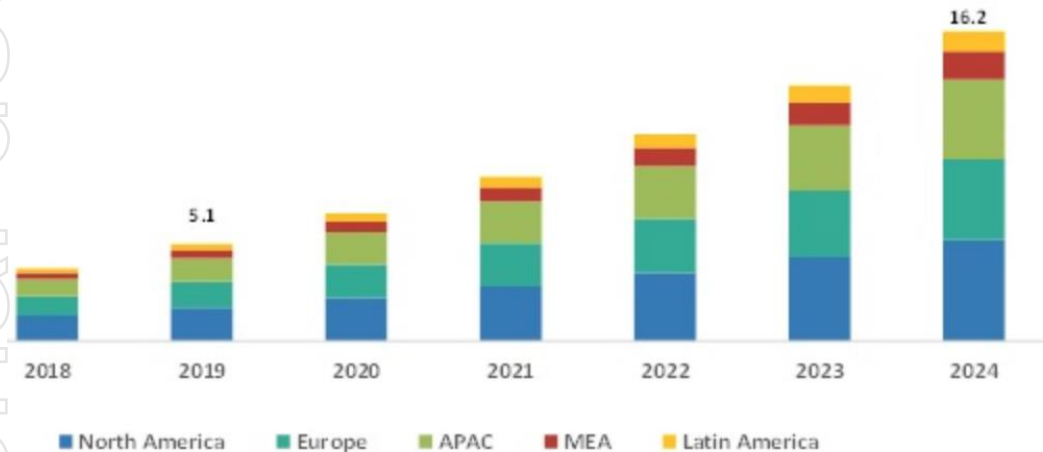


IOT



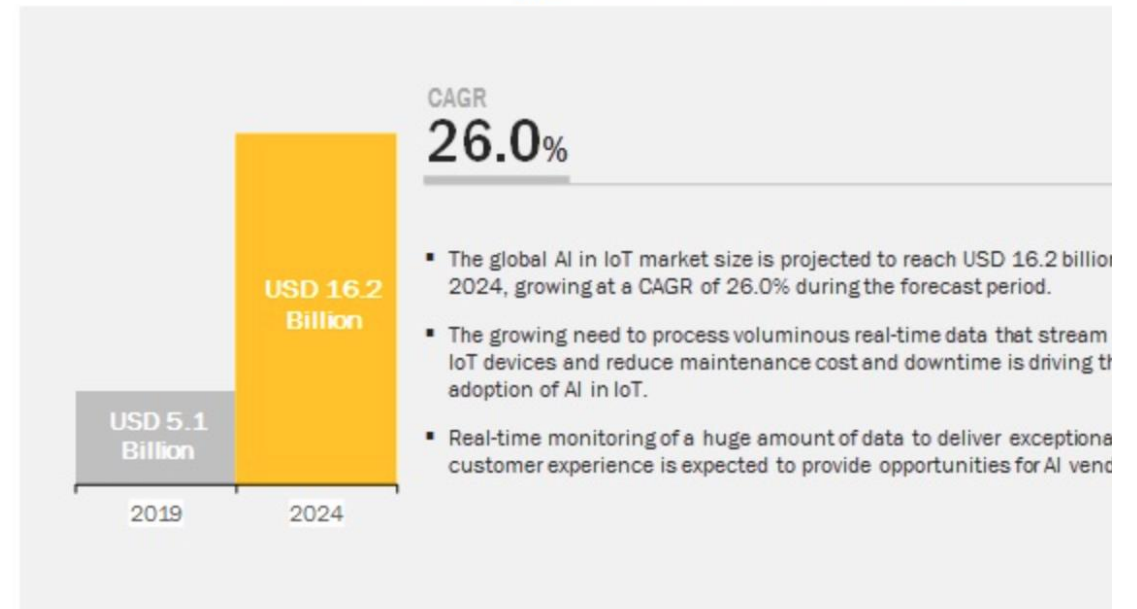
CLOUD

AI in IoT MARKET, BY REGION (USD BILLION)



Source: MarketsandMarkets Analysis

Attractive Market Opportunities in the AI in IoT Market



SenSen IP – 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



SenSen

Key

Differentiators

High accuracy solutions ~100%

- Essential to automate processes that are currently done manually
- Competitor solutions are not accurate enough to automate processes

Holistic solutions

- Cuts across multiple silos within organizations minimizing cost & complexity for our customers
- Competitor solutions have point solutions leading to fragmented approach to customer problems increasing both the cost and complexity of the holistic solutions

Adaptable

- To customers unique operational constraints – environmental constraints, scale constraints, regulatory constraints or others
- Competitor solutions are inflexible and fall short of meeting all the customer requirements

Affordable

- Delivers clear, measurable and sustainable ROI to our customers
- Competitor solutions are expensive when taking the total cost of ownership and holistic integrated solution costs into consideration

Globally Proven

- USA, Canada, ANZ, Singapore, Philippines, UAE, UK, Europe



Key Markets: Smart Cities Operations (Roads & Parking)



Current Use Cases

- Asset Audits
- Curb Management
- Enforcement operations
- Traffic surveys
- Surveillance operations



Predominantly Manual



Inefficient and Time Consuming



Costly

**Current Challenges Overcome by
SenSen Solutions**



**Mobile
Automated
City By-laws
Enforcement**



Brisbane City Council and Calgary City Deployments

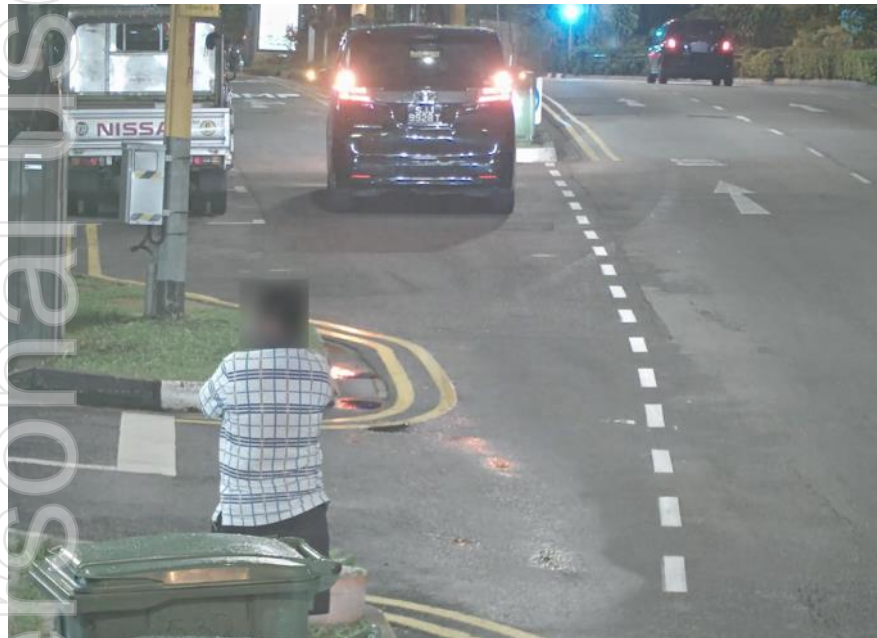


SenSen provides **automated on and off-street parking enforcement** via a vehicle fitted with high resolution IP cameras. The solution is designed to improve the efficiency of **delivering parking availability, enforcement** and allied services and increasing the **physical coverage** of areas.



City of Las Vegas Deployment





CCTV based City By-laws Enforcement

Singapore & Brisbane Deployments

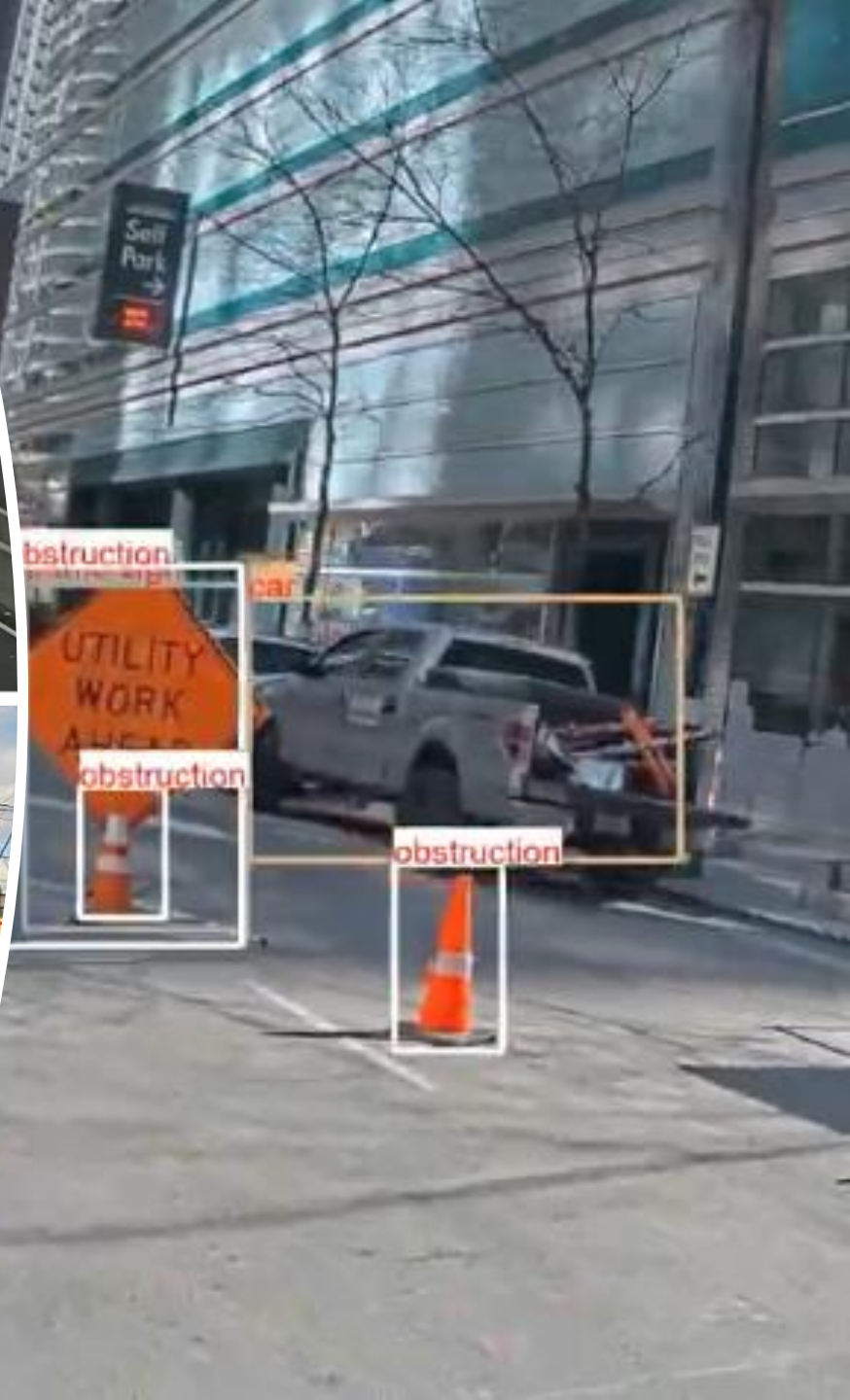
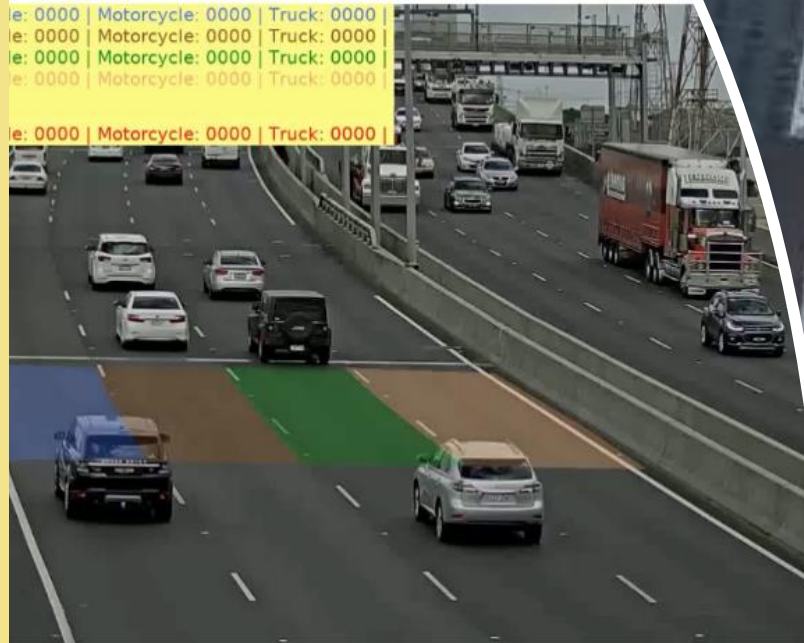
Value Added Solutions

- 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 |



...travelling westbound ...
...3981, 144.998480 Offense: Driver Distraction
... Time: 19:21:36.387
...idence: 0.916833 Event Count: 567



Road Safety Solutions

Speed Enforcement
and
Distracted Driver

Detection and
Enforcement Solutions



Key Markets: Smart Cities Operations (Buildings & Spaces)



Current Use Cases

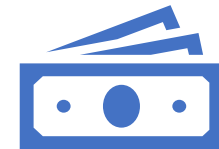
- Table game operations
- Anti-Money Laundering
- Accurate Player Ratings
- Traffic surveys, people counting, occupancy heatmaps
- Surveillance operations & loss prevention



Predominantly Manual



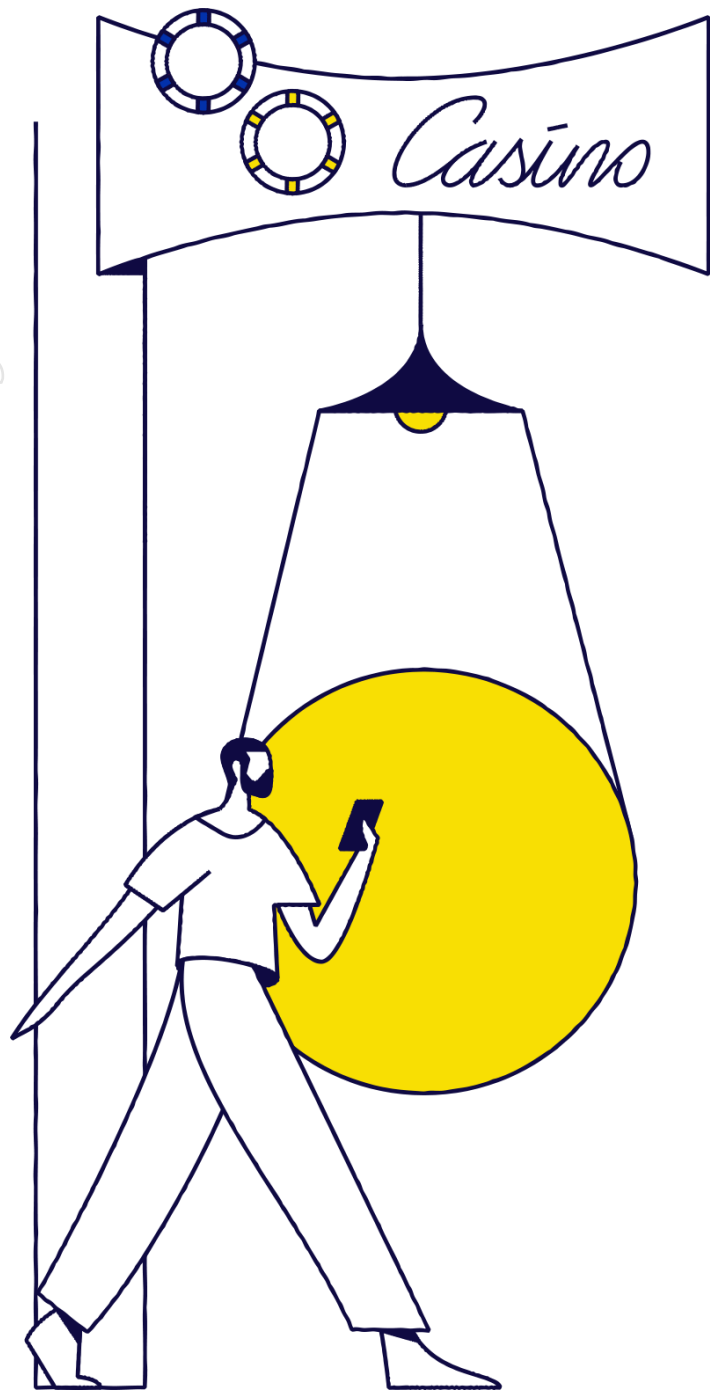
Inefficient and Time Consuming




Costly

**Current Challenges Overcome by
SenSen Solutions**






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




lift your game

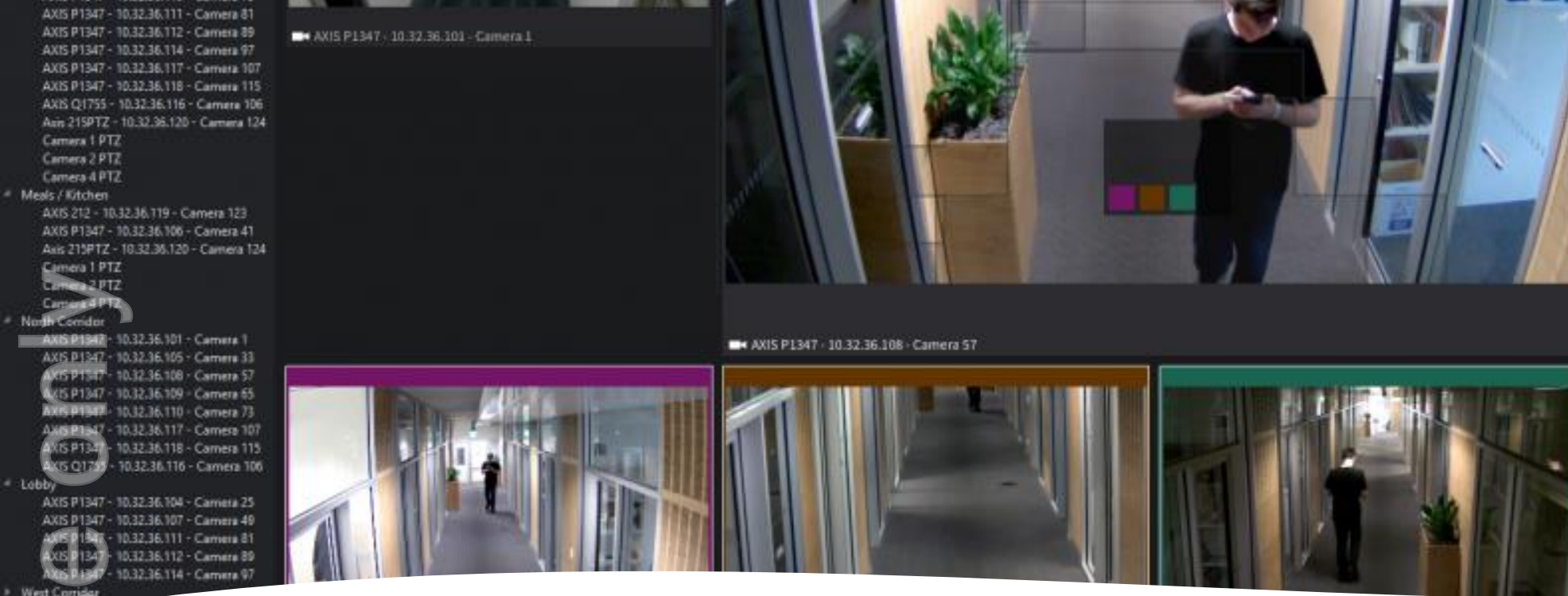
SenSen Networks SenGAME 3.0 delivers the highest accuracy of mixed stack height valuation including back betting. It is a plug and play solution which retrofits to existing tables that does not require changes to layouts, chips, dealer or player behaviour. It is inconspicuous and cost effective which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

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



sensennetworks





Snap shows the operator "where to look next" in a highly intuitive UI

Other Markets With similar Challenges

- Surveillance Operations – Airports, Shopping Centers, Prisons, Retail
- Manufacturing
- Logistics – Warehouses
- Mining
- Brick and Mortar - Retail
- Elderly Care Facilities

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



Current Customers and Use Cases

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					
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

Customers	Parking	Clean & Green	Road Safety	Tolls & Traffic	Infra Audits	Customer Activity Tracking
Chicago	X				X	
Mornington	X			X	X	
Adelaide	X				X	
Brisbane	X	X				
Melbourne				X	X	
TMR, QLD			X			
Singapore			X	X		
Dubai				X		
UK - City		X				
UK - Casino						X
India				X		

Notes:

- 70+% of trials are paid
- Our track record indicates that we convert over 90% of trials into commercial contracts



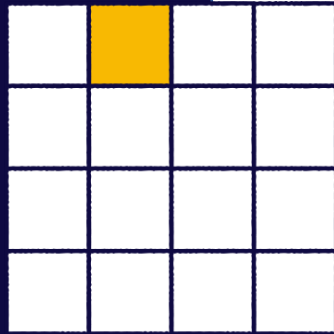
Financial Highlights

- As of November 2020, contracted total revenue has now grown to ~\$6.0m for FY2021 (up from previous guidance of ~\$5.6m), of which \$3.3m is ARR
- As of November 2020, we have 21 customers generating ARR; grew from 16 in FY 2020, and 8 in FY 2019
- ARR is ~55% of our total revenue; grew steadily YoY starting from around 12% in FY 2017
- 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 2 more quarters to go, we are **well placed to have a record year for both total revenue and ARR**

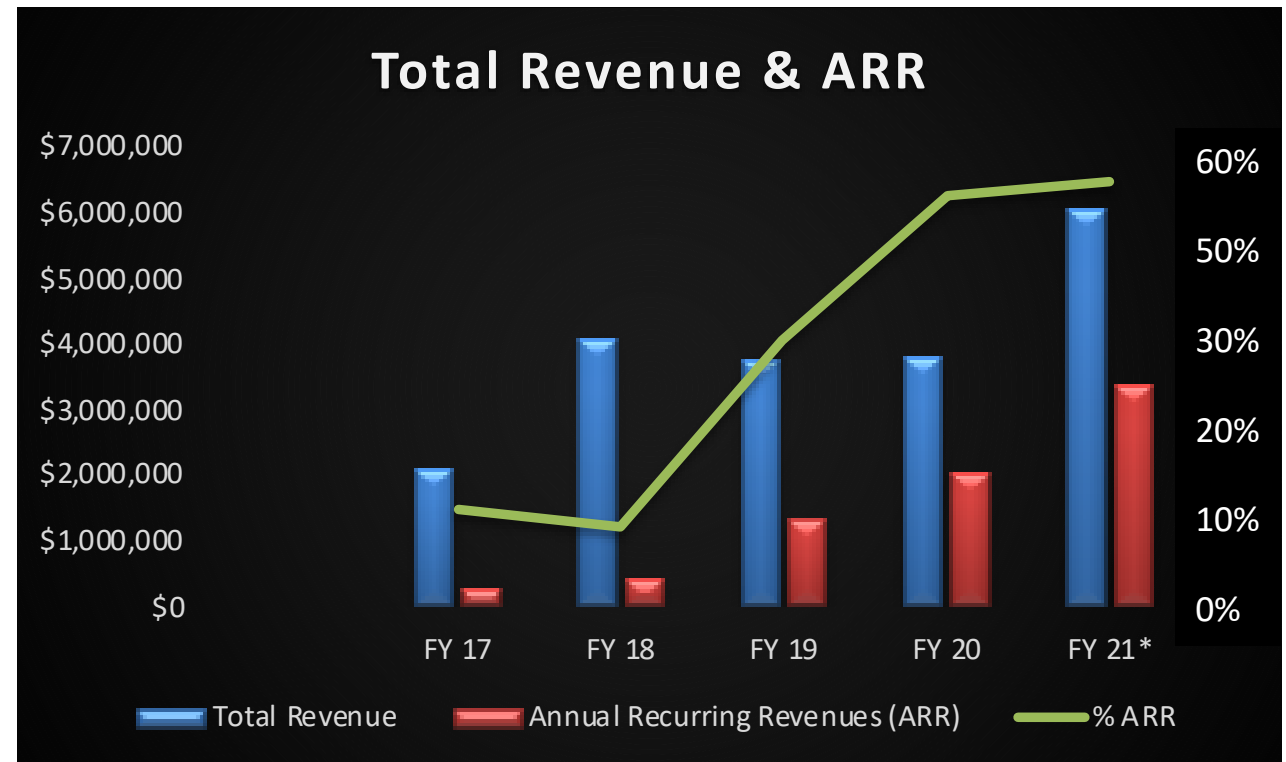
**SenSen's Financial Year is 1 July 2020 – 30 June 2021*



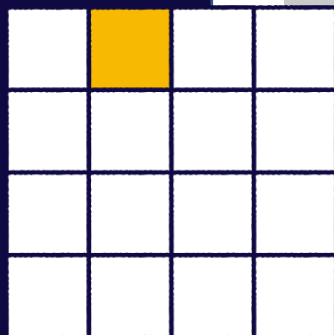
Total Revenue & ARR



- FY 2021* numbers are unaudited numbers based on existing contracts as at 30 Nov 2020
- Additional contracts awarded or modifications to existing customer contracts in the next 2 Qtrs. and audit outcomes may change these numbers

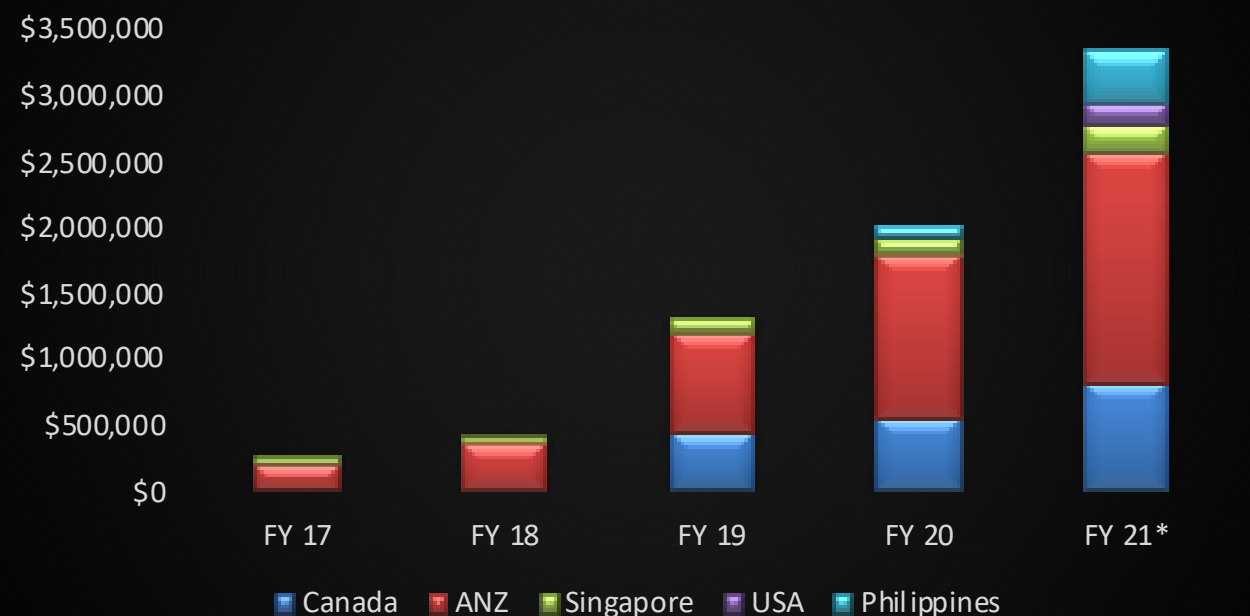


ARR Growth Profile



- FY 2021* numbers are unaudited numbers based on existing contracts as at 30 Nov 2020
- Additional contracts awarded or modifications to existing customer contracts in the next 2 Qtrs. and audit outcomes may change these numbers

ARR by Region



Scaling SenSen Business



Near Term

- Invest into marketing and sales channel development
- Invest into productization of our world leading products to be sales/distribution channel ready
- Accelerate customer growth in smart cities and casino market verticals
- Target and achieve 100+ customers generating ARR

Medium Term

- Add adjacent market verticals like smart buildings, retail stores, shopping centers, airports and other facilities
- Validate the proprietary platform and make it robust and scaleable

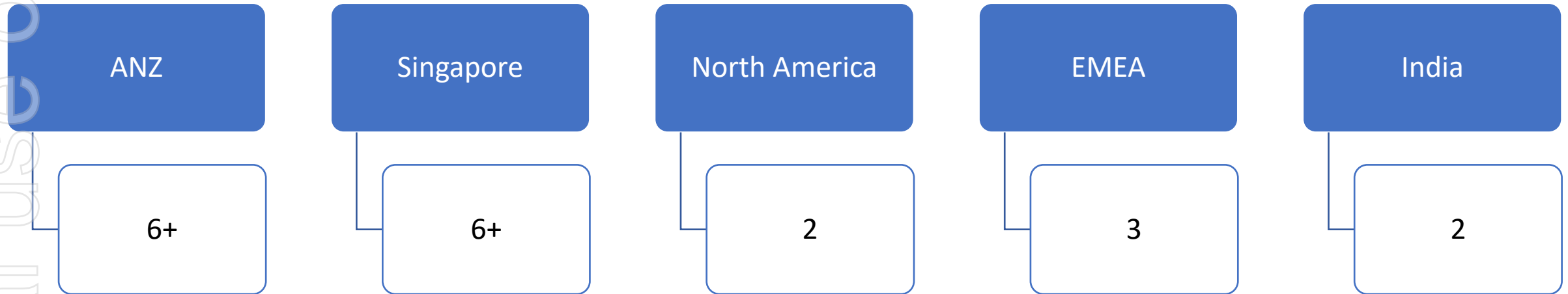
Longer Term

- Open platform to application developers and build the application developer eco system
- This is expected to lead to exponential increase of the customer base and associated revenues



Distribution Network

Driving Growth Through Partnerships



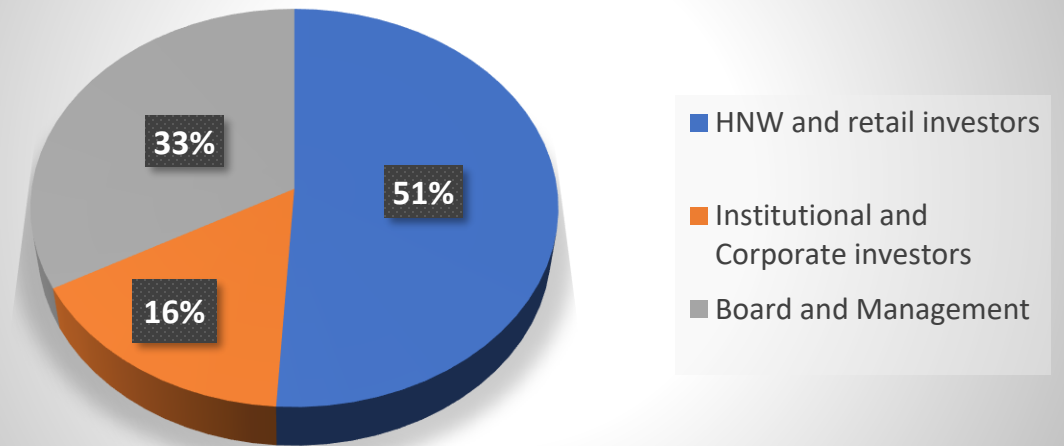
Corporate Snapshot & Share Register

ASX STOCK CODE
OTCQB STOCK CODE

SNS
SNNF

ASX Listing date	18-Oct-17
Share price as at 1 Dec 2020	A\$0.14
Issued shares	460.85m
Unlisted options (A\$0.155 – A\$0.45)	31.4m
Fully diluted market cap	A\$69M
Cash at 30 Sept 2020	A\$2.3M
Top 20 Shareholders	72%
Board & Management	~33%
Total shareholders	1,961

Share register



Founder & CEO – Dr. Subhash Challa

Industry Leadership

- Incubated the company @ the University of Technology Sydney (2005-2006)
- Spun off the company with Seed Investments from Saphet Capital (2007)
- Raised strategic investments from Speedshield Holdings and other investors (2014)
- Jointly led the process of listing SenSen on the ASX (2017)
- Jointly led multiple capital raising rounds and strategic investments to fund the growth of the company (2017 – 2019)
- Led the technical team to develop the world leading AI-IoT-Cloud platform SenDISA with multiple patents awarded and pending (2007 – 2020 and ongoing)
- Jointly led the acquisition of SNAP surveillance (2020)
- Led the company to win several innovation awards including
 - 2018 - “Smart 50 Award” for its Intelligent Video Analytics in Singapore including an alert zone at Changi Airport.
 - 2017 - iAwards Victoria for Asset Audit Product
 - 2015 - the Parking Australia innovation award
 - 2014 - iAwards Victoria for by-laws enforcement product
 - 2014 - the Security Industry innovation award
- Expanded the company globally from inception to over 100 people supporting customers globally – ANZ, Canada, USA, UK, Singapore and Philippines.
- Jointly led the process of listing SenSen on the OTCQB (2020)



Founder & CEO – Dr. Subhash Challa

Academic Leadership

SenSen's international team of over 100 outstanding software engineers, technologists and project managers are led by the Company's world-leading expert in AI, data fusion and object-tracking, Dr Subhash Challa

Ph.D. – Aerospace & Electronics Systems, QUT, 1999

Academic Positions Held Prior to joining SenSen as fulltime CEO in 2012

- Professor and Principal Research Scientist @ NICTA, University of Melbourne 2007 - 2011
- Professor of Computer Systems @ UTS 2004 - 2007

Other Key Positions

- **Visiting Scholar – Harvard Robotics Lab, Harvard University, Boston, 1997 (Part of Ph.D. @ QUT)**
- Tan-Chin-Taun Fellow – Nanyang Technological University, Singapore, 2003
- Research Leader – Centre for Autonomous Vehicles and Robotics, UTS, Sydney, 2004 - 2006
- Director, NeST – Networked Sensor Technologies, UTS – 2004 - 2006

Author

- Reference Text, "Fundamentals of Object Tracking", Cambridge University Press
- 150+ Publications on Multi-sensor Data fusion and Object Tracking
- 2 Patents Awarded for Multisensory Data fusion
- 6 Patents Pending

Supervisor

- 10 Ph.d. Students
- 20+ Master Students



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.



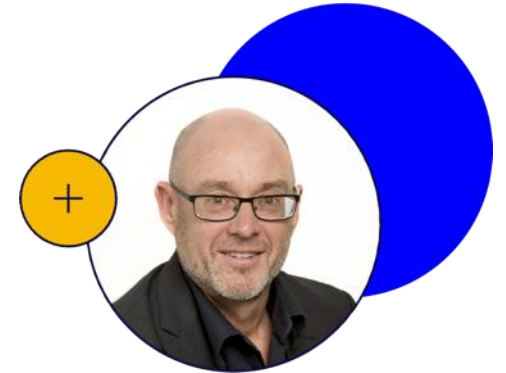
COO
Mr David Smith

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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