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SMART CITY SOLUTIONS

INVESTOR PRESENTATION

February 2018
ASX: SNS

EXECUTIVE SUMMARY

SENSEN NETWORKS LTD (ASX: SNS)

Leading provider of video-IoT data-driven business process enhancement solutions

Patented technology, yielding tangible RoI for customers in the intelligent transport (smart city) and casino gaming markets

A growing global footprint with customers in Canada, Europe, Middle East, India Singapore and Australia

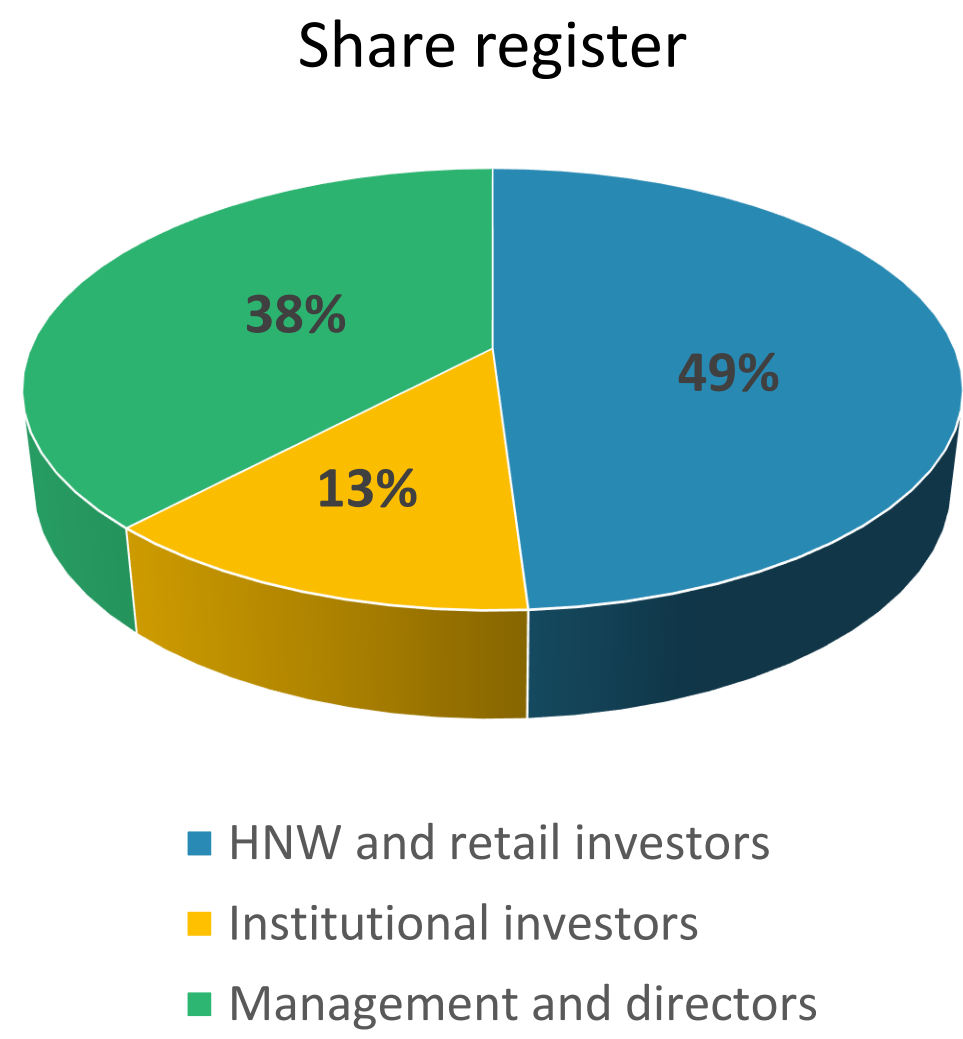Generating strong recurrent revenues: $1.8m in H1 FY18 (unaudited) with great scope for expansion

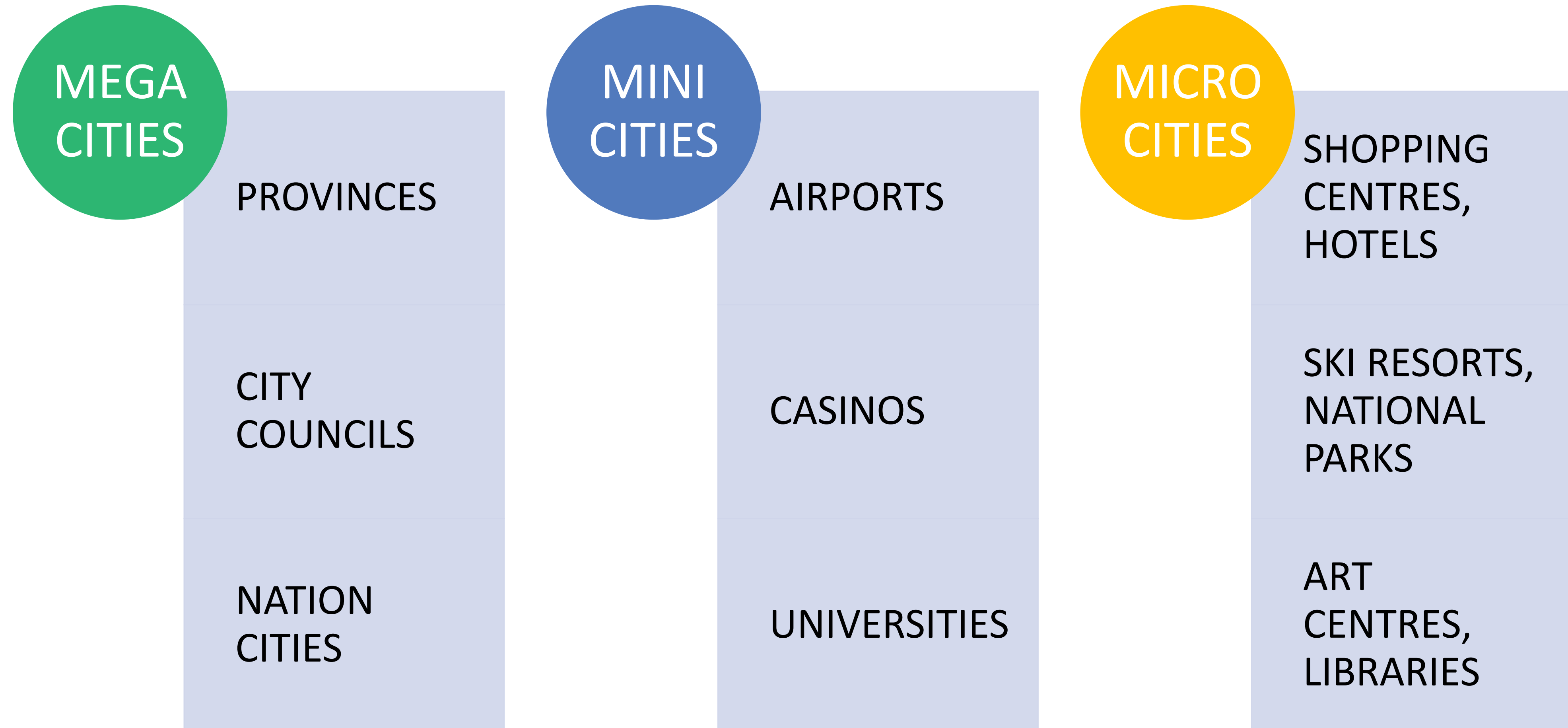Founded in 2005 with R&D and sales HQ in Melbourne, Australia and back-end support in India

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CORPORATE SNAPSHOT

TRADING INFORMATION

ASX STOCK CODE	SNS
Listing date	18-Oct-17
Share price as at 23 Feb 18	22.5c
Unlisted options	15.6m
Fully diluted shares	392.4m
Fully diluted market cap	**$88m**

Share register

- HNW and retail investors — 49%
- Institutional investors — 13%
- Management and directors — 38%

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SENSEN'S BUSINESS

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MEGA CITIES

PROVINCES

CITY COUNCILS

NATION CITIES

MINI CITIES

AIRPORTS

CASINOS

UNIVERSITIES

MICRO CITIES

SHOPPING CENTRES, HOTELS

SKI RESORTS, NATIONAL PARKS

ART CENTRES, LIBRARIES

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**ADDING VALUE FOR GLOBAL SMART CITIES
THROUGH MULTIPLE TOUCHPOINTS**

Parking Operations	Traffic Engineering Operations	Facilities Management Operations	Security and Safety Operations	Business Operations
Access Control	Sign & Line Audits	Footfall	Security Analytics	Customer Queue Management
Occupancy Information			Speed Camera	Table Games operation management
Guidance	Traffic data collection	Occupancy	Bus Lane/Transit Lane	
Enforcement			Over dimension vehicles	Yield management

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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

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INDUSTRY RECOGNITION

**2017 Merit Recipient –
Automated Asset
Mapping Solution**

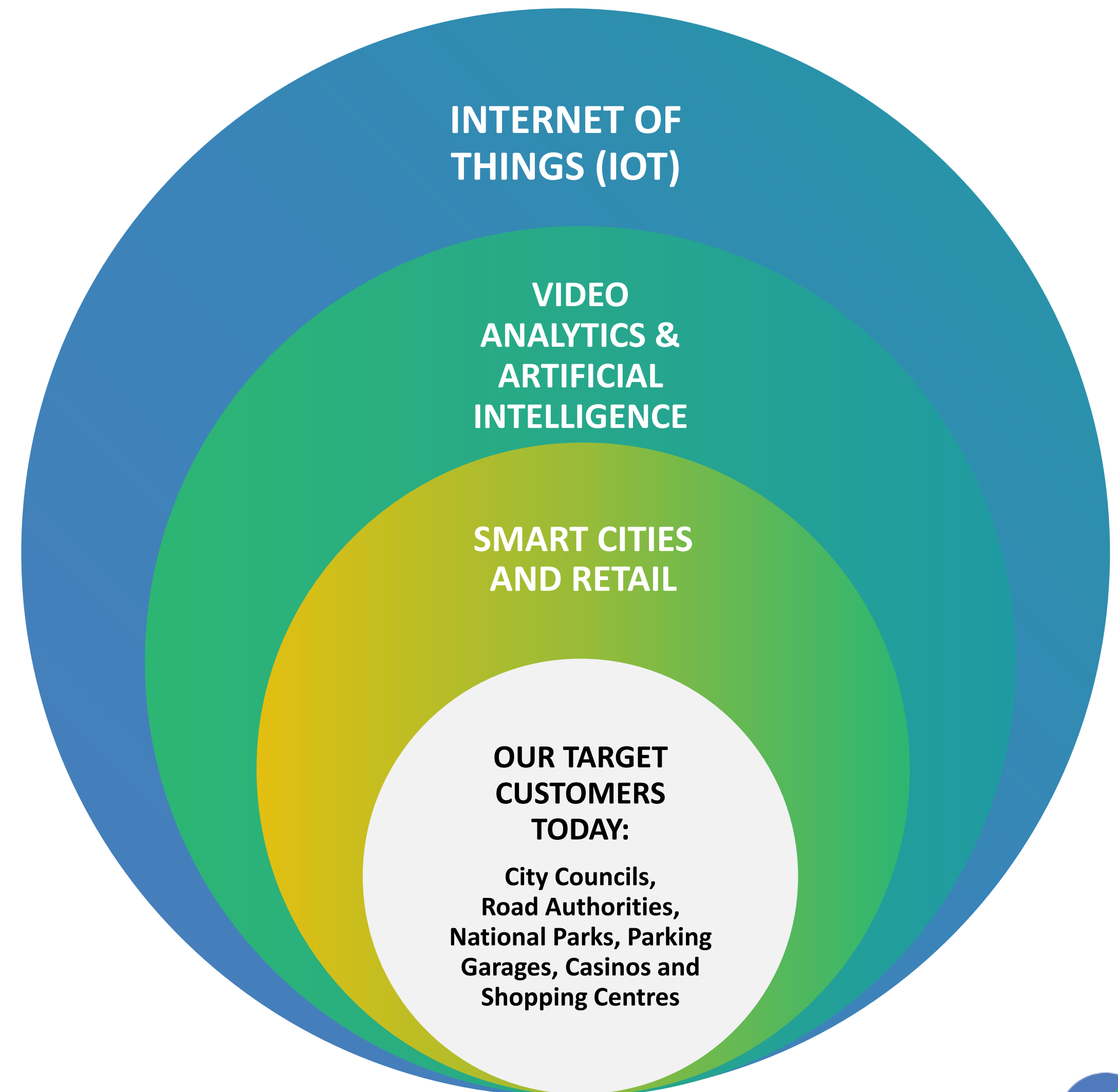**2018 Global Smart 50 Award
Winner – Intelligent Video Analytics**

**Foundation Partner,
NVIDIA Metropolis Partner Program**

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MARKET OPPORTUNITY

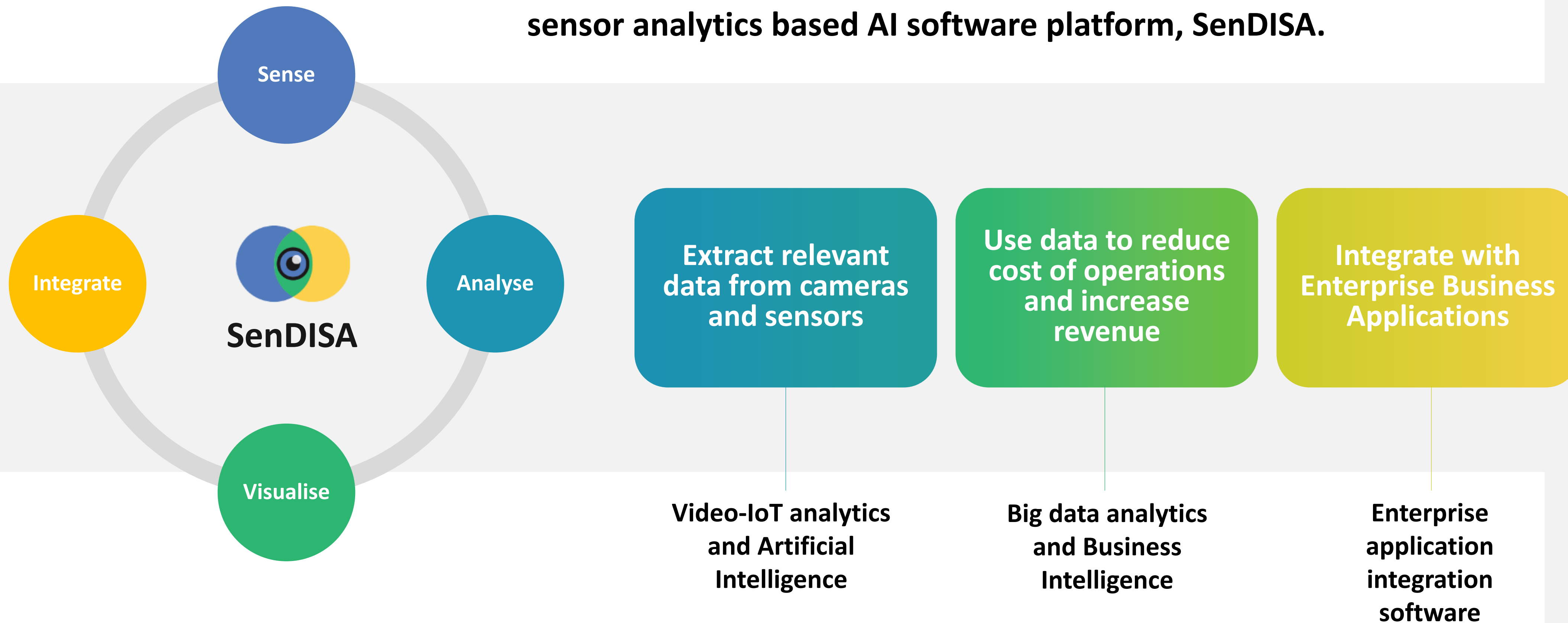## THERE ARE OVER 2,000 SMART CITIES AND 1,300 CASINOS IN THE WORLD

1 Analysts project by 2025, data from connected devices will yield insights driving potential economic value of as much as US$11 trillion.
"Unlocking the Potential of the Internet of Things". McKinsey & Company, June 2015

2 Global video analytics revenue by 2022 is expected to grow to US$3 bn. The key market segments targeted by SenSen are expected to represent revenue of US$2 bn.
Tractica – Statista 2017

3 Video analytics applications … are expected to have a compound annual growth rate of greater than 50 per cent over the next five years.
"Video Meets the Internet of Things", McKinsey & Company, December 2016

4 In 2017, the global AI market was estimated to be worth US$1.2 bn, growing to US$36 bn by 2025. Current major uses of artificial intelligence include image recognition, object identification, detection, and classification, as well as automated geophysical feature detection.
www.statista.com/statistics/607716/worldwide-artificial-intelligence-market-revenues/

INTERNET OF THINGS (IOT)

VIDEO ANALYTICS & ARTIFICIAL INTELLIGENCE

SMART CITIES AND RETAIL

OUR TARGET CUSTOMERS TODAY:

City Councils, Road Authorities, National Parks, Parking Garages, Casinos and Shopping Centres

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TECHNOLOGY OVERVIEW

THE SENDISA PLATFORM

SenSen has built the world's most advanced video and sensor analytics based AI software platform, SenDISA.

Sense

Integrate

SenDISA

Analyse

Visualise

Extract relevant data from cameras and sensors

Use data to reduce cost of operations and increase revenue

Integrate with Enterprise Business Applications

Video-IoT analytics and Artificial Intelligence

Big data analytics and Business Intelligence

Enterprise application integration software

KEY PRODUCT: SENFORCE

SenFORCE revolutionises city councils' parking enforcement operations

Utilises vehicle-mounted cameras and centimetre-accurate GPS with patented algorithms

10x Delivering over 10x productivity gains and significant increase in parking compliance

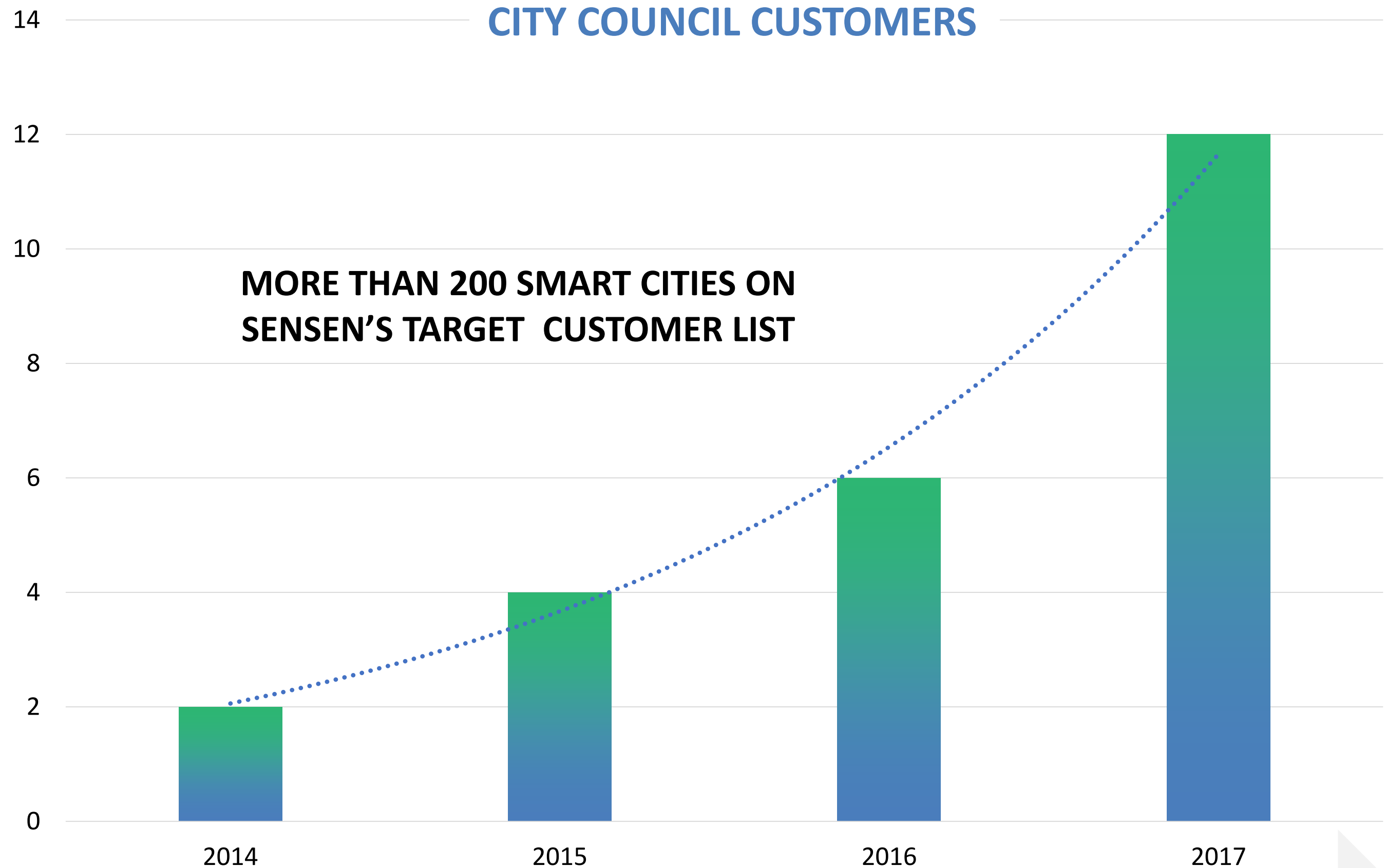Making cities safer and parking accessibility fairer

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

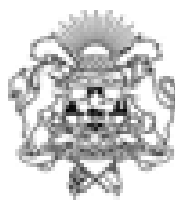# ACHIEVING RAPID GROWTH WITH CITY COUNCILS

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

CITY COUNCIL CUSTOMERS

MORE THAN 200 SMART CITIES ON SENSEN'S TARGET CUSTOMER LIST

R&D CUSTOMISATION FOR TWO COUNCILS

STANDARDISED OFFERING FOR THE FOLLOWING 12 COUNCILS, AND GROWING

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NEW CONTRACTS SINCE LISTING

WITH SMART CITIES

New 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 – generating A$1.3 million revenue in FY18 with strong recurring component

Initial feedback very positive, with City of Calgary expressing interest in extending contract to add additional services including the Company's award-winning sign audit solution, SenSIGN

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NEW PRODUCTS SINCE LISTING

EXPANDING SENSEN'S VALUE PROPOSITION

Parking Occupancy
Detection - SenPOD

Sign & Line Audit Solution -
SenSIGN

SenAPPs – Android Apps –
SenCAM, SenGAZE,
SenFORCE Pocket

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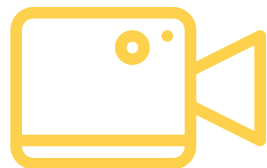
KEY PRODUCT: SENGAME

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

World first use of Time of Flight cameras combined with SenSen's patent pending AI algorithms.

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

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SENGAME DEPLOYED IN-MARKET

MORE THAN 100 CASINOS ON SENSEN'S GLOBAL CUSTOMER TARGET LIST

Strategic partnership with Crown Casino to develop, test and market SenGAME technology globally.

SenGAME 1.0 (using existing surveillance cameras) and SenGAME 2.0 (using time of flight cameras) were rolled out in Crown Melbourne in FY15 and FY16 on 200 tables.

SenGAME 3.0 launched in October 2017 is now being progressively rolled out on all card games in Crown Melbourne.

Unprecedented 100% accuracy achieved in bet detection and recognition through SenGAME 3.0 using low cost Android devices retrofitted to existing tables.

SenGAME 3.0 is the only solution on market that delivers near 100% accuracy without change to layouts, chips or tables, and most importantly no retraining of dealers.

CROWN

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KEY CHANNEL PARTNERS

SENSEN LEVERAGES TRUSTED PARTNERS WORLDWIDE TO ACQUIRE NEW CUSTOMERS AND TO DEPLOY AND SUPPORT OUR SOLUTIONS

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
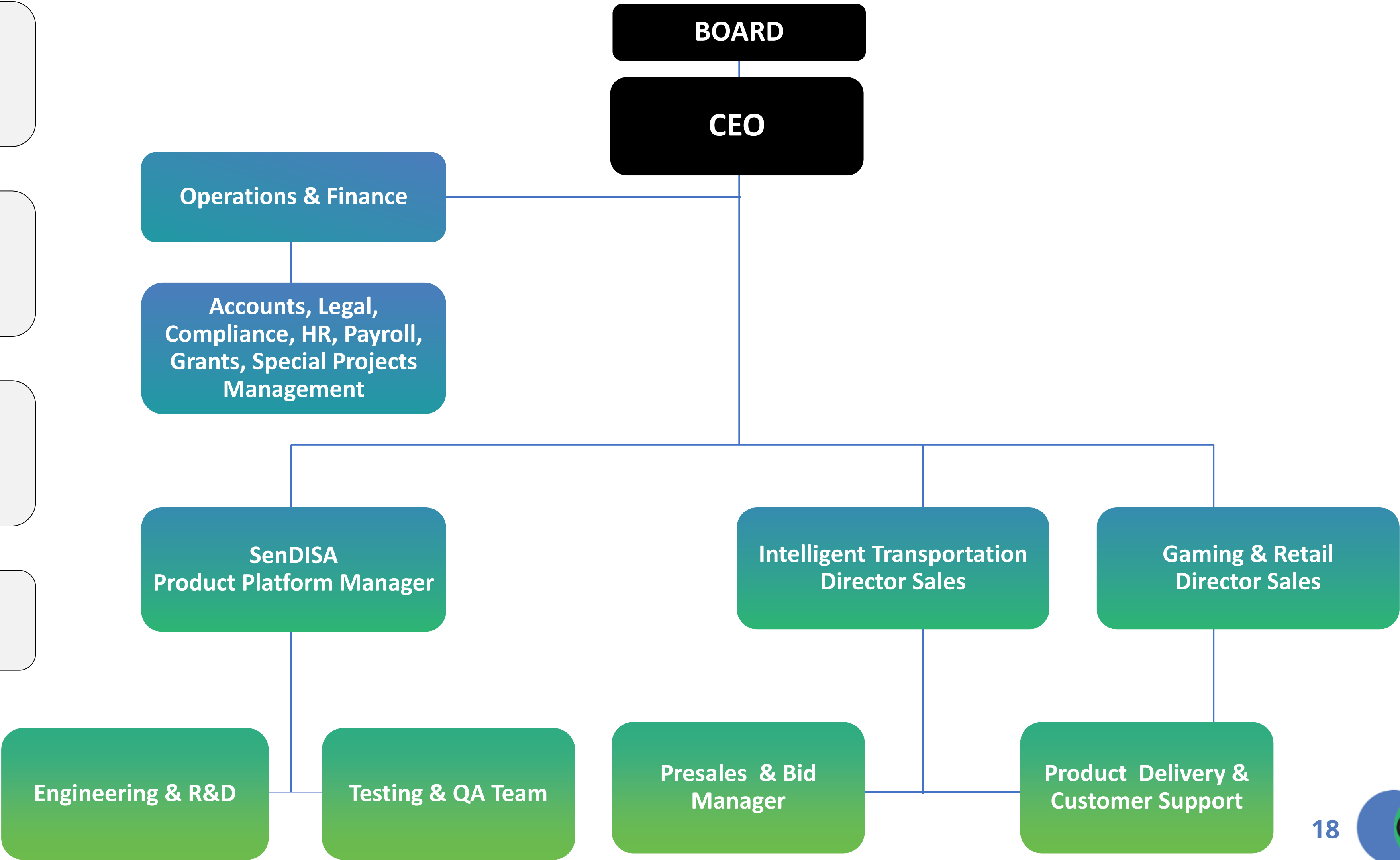Strategic acquisitions of earnings accretive enterprises

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ORGANISATIONAL STRUCTURE

SENSEN AUSTRALIA
Melbourne Headquarters
15 Staff

SENSEN INDIA
Wholly Owned Subsidiary
25 Staff

SENSEN SINGAPORE
Wholly Owned Subsidiary
1 Staff

SENSEN CANADA
1 Full-Time Consultant

BOARD

CEO

Operations & Finance

Accounts, Legal, Compliance, HR, Payroll, Grants, Special Projects Management

SenDISA Product Platform Manager

Intelligent Transportation Director Sales

Gaming & Retail Director Sales

Engineering & R&D

Testing & QA Team

Presales & Bid Manager

Product Delivery & Customer Support

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EXPERIENCED BOARD OF DIRECTORS

Dr. Subhash Challa
Executive Chairman

Subhash founded SenSen Networks as a spin off from the University of Technology Sydney where he was the Professor of Computer Systems. He is a world leading authority in data science specialising in the analysis of video and sensor data with a focus on solving every day business problems.

Between 2007-2011, he was a Professor at National ICT Australia, University of Melbourne, and was a visiting scholar at Harvard University (1997) and Tan-Chin Tau fellow at Nanyang Technological University in Singapore (2003). Subhash joined SenSen as a full time CEO in January 2012 following a successful career in academia.

David Smith - Executive
Director & Company Secretary

David brings more than 15 years' experience as an investment banker, working in both the capital markets and M&A globally with JPMorgan Chase, Ord Minnett and BBY Ltd. He was regularly ranked as one of the Top 10 Australian Investment Bankers in annual surveys, and raised more than $4 billion for corporate clients.

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. He is a Non-Executive Director of RAW Capital Partners Holdings Ltd, a UK-based international asset manager.

Zenon Pasieczny –
Non-Executive Director

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.

He backed SenSen for Its outstanding potential as an Australian technology company with innovative and IP-driven solutions and has helped it to grow from an R&D-focused start-up to a globally respected industry leader.

Jason Ko –
Non-Executive Director

Jason is the CEO of Nexpaq, an IoT platform and consumer device business. He is also a Director and former CEO of Speedshield Technologies, having led Speedshield from a loss making business to a consistent $1M EBIT before joining Nexpaq.

Jason is a Dean's Scholar of Computer Science (Monash University) with a keen sense and passion for IoT where the businesses he's involved in have a unique data proposition. He brings a unique blend of high technical skill and business acumen with proven experience in setting up and operating successful businesses in Australia, China and the US.

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TALENTED MANAGEMENT TEAM

**Tony Lynch –
Chief Financial Officer**

Tony is a highly experienced CFO and has held senior management and board level roles in Australia and Europe, with key roles in several start-up and early stage growth companies. Most recently, Tony was CFO at Pershing Australia, a BNY Mellon company and has held positions at Select Asset Management in Sydney, Egg Bank (LSE listed), and Arthur Andersen in London.

Tony successfully completed a Reverse Takeover transaction as CFO at Artilium plc, a UK AIM listed technology company, and has driven several successful corporate finance transactions including IPO, acquisitions and turnaround scenarios.

**Surendra Sanka - Director,
Operations & Finance**

Surendra brings 18+ years of management and leadership experience with global IT consulting services, technology product start-ups and public sector organisations (oil & gas) in Australia and India.

Surendra is heavily involved in many operational areas including pre-sales, tenders and contracts management, performance analysis and financial reporting.

**Madan Kumar –
Director, India Operations**

Madan brings over 8 years of experience in cloud-enabled video and Business Intelligence solutions in the Security, Retail and ITS segments.

Madan has worked on tender bids and commissioning of multiple law enforcement projects across Australia, Singapore, the Middle East and Europe with Road Transport authorities and City Councils.

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FINANCIAL PROGRESS

	FY15 ($M) AUDITED	FY16 ($M) AUDITED	FY17 ($M) AUDITED	H1 FY18 ($M) REVIEWED
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	2.36**
Net Profit	**-2.20**	**-0.60**	**-0.84**	**-1.20**

Unaudited revenue for **H1 FY18 +250% 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*

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LISTED PEER ANALYSIS

As at 23 Feb 2018

COMPANY NAME	MARKET CAP (FULLY DILUTED, A$M)	FY17 REVENUE (A$M)	FY17 EBITDA (A$M)
Redflex Holdings Ltd (ASX: RDF)	86	120.8	10.7
Smart Parking Ltd (ASX: SPZ)	92	24.8	1.3
BrainChip Holdings Ltd (ASX: BRN)	189	0.42	-11.4
Simble Solutions Ltd (ASX: SIS)	34	1.5	-1.4
Buddy Platform Ltd (ASX: BUD)	209	1.1	-16.3
SenSen Networks Ltd (ASX: SNS)	**88**	**2.1**	**-0.7**

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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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