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SenSen Signs SenGAME Distribution Agreement with Cammegh

HIGHLIGHTS

- *SenSen signs agreement to distribute SenGAME in the UK*
- *Initial installation to be in a flagship UK casino*
- *Subsequent opportunities for collaboration in other casinos*

SenSen Networks Limited (ASX: SNS, “SenSen” or “the Company”) is pleased to announce that it has executed a Distribution Agreement with Cammegh Limited (“Cammegh”) to market SenSen’s SenGAME software solution to Cammegh’s customer base. The agreement envisages initially rolling out SenGAME in a prestigious United Kingdom casino operation, ahead of a broader marketing and sales distribution agreement.

Cammegh (www.cammegh.com) enjoys an enviable reputation as the manufacturer of the world’s finest roulette wheels and winning number displays, supplying its market leading products to casinos across the globe. Based in Kent, in the UK, Cammegh was established almost 30 years ago and is renowned for continual innovation, holding numerous patents in its core products, as well as for the quality, integrity and security features found in its range of gaming products. Cammegh also operates a dedicated Technical Services department providing robust customer support service for its worldwide customer base.

Working with Cammegh, SenSen will install its SenGAME software on the table-game floor of one of London’s oldest and most exclusive casinos, which will analyse table occupancy, hands dealt per hour, bet types and bet values across the gaming floor.

Commenting on the partnership with Cammegh, SenSen’s CEO Subhash Challa said:

“Cammegh is a casino industry leader manufacturing and supplying the highest quality roulette wheels and winning number displays to customers around the world. The Cammegh team has developed deep relationships with a global network of casinos, and we look forward to working with them to roll out our cutting-edge automated video and software solution to assist in providing operators with highly valuable and accurate analytics.”

The Distribution Agreement outlines a commercial arrangement with end customers using a Software as a Service (SaaS) monthly payment model on a per gaming table basis. Following the initial installation, it is intended that a more comprehensive Distribution Agreement will be agreed between SenSen and Cammegh, including the companies jointly pursuing other casinos to adopt SenGAME.

On signing the Distribution Agreement, Cammegh Director Andrew Cammegh noted:

“We are very excited to be working with SenSen, deploying their state-of-the-art SenGAME software solution. The SenSen solution is different to anything we have seen – its industry leading accuracy levels, ease of installation and competitive cost structure are very attractive features for casino operations. We believe SenSen will immediately add significant economic value for our clients and our first UK customer is extremely keen to get underway on the SenGAME installation.”

“The synergy between our respective companies presents opportunity for integration between our respective products in the future, something I look forward to working towards.”

SenSen and Cammegh are both attending the 2018 Global Gaming Expo (G2E) to be held in Las Vegas from 8-11 October, where delegates will experience SenGAME in operation firsthand. G2E is the largest gathering of global, commercial and tribal gaming professionals in North America. The event showcases the latest developments in gaming technology and features new educational content that is fast-paced and actionable.

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About SenSen Networks Limited

SenSen is focused principally on the development, commercialisation and supply of innovative, data-driven business process enhancement solutions, designed to assist customers in their business operations and significantly improve business efficiency and productivity.

SenSen provides video analytics and artificial intelligence data analytics software solutions to customers in the intelligent transportation systems and gaming sectors located in Australia, Canada, Singapore, Europe, India, and UAE.

Disclaimer – Forward looking statements

This release may contain forward-looking statements. These statements are based upon management’s current expectations, estimates, projections and beliefs in regards to future events in respect to SenSen’s business, the industry in which it operates. These forward-looking statements are provided as a general guide and should not be relied upon as an indication or guarantee of future performance. The bases for these statements are subjected to risk and uncertainties that might be out of control of SenSen Networks Limited and may cause actual results to differ from the release. SenSen Networks Limited takes no responsibility to make changes to these statements to reflect change of events or circumstances after the release.