
10 September 2018

SenSen Appoints Non-Executive Director

SenSen Networks Limited (“SenSen”, “SNS” or “the Company”) is pleased to announce the appointment of Independent Non-Executive Director, Ms Heather Scheibenstock, GAICD, effective 7 September 2018.

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

She is currently a Non-Executive Director of ASX listed global gaming company, Ainsworth Game Technology (ASX:AGI).

From 2014-2016, Heather was Senior Vice-President of Table Games at Bloomberry Resorts Corporation (PN:BLOOM), based in the Philippines at the Solaire Resort and Casino. Reporting to the President and COO, she managed a team of 2000 and was responsible for the planning and execution of Gaming strategy to drive growth, efficiencies/productivity, and excellence in customer service whilst ensuring the integrity of gaming and maintaining strict compliance with regulatory policies and procedures.

Prior to that, Heather held numerous roles while working as a senior executive at Echo Entertainment Group/The Star (ASX:SGR) from 1995-2013. From 2010-2013, she was General Manager of Gaming and Member of the Executive Leadership Team, where she developed the strategy and overall direction of the Gaming and VIP services division. As General Manager EGM, Sales and Customer Relations at The Star Gold Coast before that, Heather was responsible for strategies and business development in Electronic Gaming, VIP International Sales, customer relations and the Star loyalty/rewards program.

Commenting on Heather’s appointment, SenSen’s CEO Subhash Challa said,

“We are delighted to have Heather join the Board of SenSen. She has an outstanding international reputation in the gaming market, and she is already adding value to the Company with her insights regarding table game operations in casino environments, as well as providing sales opportunities through her extensive network of high level executives in casinos around the world. I look forward to working with her closely as we continue to roll-out our industry-leading SenGAME software solution.”

Heather is a graduate of the Australian Institute of Company Directors, a member of Women on Boards, and of Women in Gaming Australasia.

“SenSen has a very exciting future in the gaming industry and I am looking forward to assisting the Company in expanding the SenGAME global footprint. The product is exciting and innovative and has the potential to transform the casino table game industry,” Heather said.

For further information, please contact:

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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.