ASX Release

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20 November 2018

Sales and Marketing Progress Across SenSen's Businesses

Leading Artificial Intelligence solutions provider SenSen Networks Limited **(ASX: SNS, "SenSen" or "the Company")** is pleased to provide shareholders with the following update on its Intelligent Transportation Services (ITS) and Retail & Leisure operations.

Intelligent Transportation Systems

- *New contract wins in Calgary, Canada launch SenSen into the Parking vertical*
- *Strong marketing push into the US, Canada, the UAE and Australia*
- *Participation in multiple government tender processes and POC trials*

Parking congestion is a major pain point for decision makers in urban centres worldwide with North America a key market opportunity for SenSen. According to a 2018 research report from global parking industry analyst group INRIX, the amount of time motorists waste searching for open parking spaces is worsening. The report finds that American drivers spend an average of 107 hours per year looking for parking, with the situation worst in large cities.

Reducing the annual cost of this unproductive time offers significant growth potential for SenSen's ITS solutions, which are continuing to gain traction in Canada.

SenSen is pleased to announce that it has signed two new Parking agreements with the Calgary Parking Authority (CPA) for Licence Plate Recognition (LPR) at car park entrances and exits at the Alberta Trading Bank and the YMCA in Calgary, Canada. These are the first non-Government contracts as a result of the partnership between SenSen and the CPA which was formed in September 2017 and expanded in March 2018.

The new projects are currently being installed and will generate revenue of CAD$133,000 (~A$138,000) for SenSen in FY19 for systems, software licencing and commissioning, and CAD$27,400 (~A$28,500) per annum for maintenance in subsequent years.

As previously announced, SenSen continues to participate in numerous Proof of Concept (POC) trials and tender processes in jurisdictions around the world, both directly and through its channel partners like the CPA. The Company has also been focusing on business development and marketing activities, including attending trade shows and conferences to promote SenSen's ITS solutions to prospective customers.

In the key growth market of North America, SenSen is targeting customers in both Canada and the US. In mid-September 2018, SenSen won the "Best in Show" award for an impressive conference display at the Canadian Parking Association Conference and Trade Show (https://canadianparking.ca/toronto2018/) in Toronto. The Conference featured Artificial Intelligence (AI) and machine learning as a key theme in the future of parking, and SenSen's leadership in this area generated a number of highly prospective opportunities for the Company.

The SenSen ITS team followed this up by attending the US National Parking Association Convention & Expo (www.npaconvention.org/2018) in late October, held in Las Vegas, Nevada. Apart from networking with a number of qualified potential end customers out of the 1500+ delegates, high-level discussions were held with potential system integrator partners whose customers include universities, airports and municipal governments across the US.

In Australia, the Company is continuing its roll-out strategy through direct marketing to City Councils and business enterprises, as well as working with its distribution partners. In early November 2018, SenSen showcased its parking software solutions at the PACE 2018 Parking Australia Conference (https://pace2018.com.au/) at the Gold Coast, Queensland, where the ITS team received strong interest from 13 municipal and business organisations wishing to trial SenSen's solution within their parking operations.

The Company's formal ITS marketing program will conclude this calendar year at the Gulf Traffic 2018 Conference (https://www.gulftraffic.com/en/home) to be held in Dubai in early December 2018. Gulf Traffic is the UAE's largest traffic and transport technology exhibition. SenSen will be meeting with government representatives and businesses attending from many of the Emirates at the Conference, with the objective of introducing the Company's parking safety and enforcement solutions into the region in 2019.

Retail & Leisure

- *Domestic and offshore casino trials and demonstrations continuing apace*
- *Macau casinos roadshow in November 2018 targeting new customers*

As previously advised, POC trials of SenSen's gaming solution have been underway in casinos in the UK, Macau, Australia and the Philippines. The trials are progressing well and are now moving into casino gaming floor trials with multiple tables. After this stage is completed, it is anticipated that SenGAME licence agreements will be executed with the casinos.

Since the Global Gaming Expo (G2E) in Las Vegas in mid-October, SenSen has been engaged in discussions with an additional 12 casinos, representing thousands of gaming floor tables in the US, Europe, Canada, South America and South Korea about the process of implementing a trial in their operations.

In addition to the already announced Distribution Agreements executed with Cammegh Limited and eConnect Global, negotiations have advanced with distribution partners to enter into comprehensive value-added reseller (VAR) agreements to market and sell SenGAME globally. These VAR agreements involve SenSen's gaming solution being embedded into the distribution partner's casino management system already operating on thousands of casino tables throughout the world.

To capitalise on the current momentum in this vertical, the SenSen Gaming team will be travelling to Macau this week to conduct a highly targeted marketing roadshow to showcase the SenSen gaming solution to a further five large casino operations.

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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

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