
1 July 2020

SenGAME Operations Update

HIGHLIGHTS

- *SenSen terminates the exclusive distribution agreement with Angel Japan Co Ltd.*
- *SenSen to directly market SenGAME 3.0 and other casino products to global customer base and continues to make R&D progress in the gaming sector*
- *SenSen receives SenGAME 3.0 orders from existing customers despite COVID-19 environment*

Leading Smart Cities solutions provider SenSen Networks Limited (ASX: SNS, “SenSen” or “the Company”) provides the following update on recent developments in its Retail & Leisure business vertical, with major business development and roll-out activities of the Company’s SenGAME gaming solution.

Termination of the Distribution Agreement with Angel Japan Co Ltd.

SenSen has terminated the exclusive Distribution Agreement with Japan-based Angel Japan Co Ltd. Under the Distribution Agreement, announced on 9 December 2019. Angel was appointed as SenSen’s exclusive distributor of SenGAME 3.0 worldwide, commencing 1 January 2020.

Updated SenGAME 3.0 Marketing Strategy

SenSen will re-visit existing casino opportunities through direct SenSen engagement with casino groups, and explore other distributor and value-added reseller arrangements.

SenSen continues to develop the SenGAME gaming solution technology to meet customer requirements and believes it is well placed to take advantage of the expected recovery in the gaming industry from 2021, with its AI and video analytics technology able to assist casinos beyond optimising their gaming table operations. The additional potential applications for SenSen’s technology in casinos and associated retail infrastructure include monitoring of social distancing measures, people-counting, compliance verifications to occupancy in buildings, human and parking traffic management.

Additional SenGAME orders and advance payments received

Despite COVID-19 related disruptions, SenSen has received orders for SenGAME 3.0 for the hardware and installation of SenGAME 3.0 on a further 76 tables under existing arrangements. SenSen also received advance payments of over A\$450,000 for these new deployments.

The contracted monthly recurring revenues for SenGAME 3.0 software licences on these additional gaming tables is anticipated to commence upon completion of the installations in Q1 2021. More orders are expected to follow.

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, the US, 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.