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SenSen Makes Sales and Business Development Executive Appointments

Leading Artificial Intelligence solutions provider, SenSen Networks Limited (ASX: SNS, “SenSen” or “the Company”) is pleased to announce that it has made two key executive appointments to lead sales and marketing, strategy and business development in SenSen’s Intelligent Transportation Systems (ITS) business vertical.

As previously announced, SenSen has been looking to enhance the Company’s sales strategy by identifying a number of high-quality individuals who will represent SenSen in the jurisdictions where SenSen is growing its global footprint. These experienced business development professionals will work proactively with the Company’s distribution partners and directly engage with SenSen’s target list of city councils, and new potential ITS customers including shopping centres, airports and universities, to drive new high-value contracts.

SenSen has appointed **Michael Doherty** as Director, ITS Sales & Marketing and **Peter Wells** as Director, ITS Strategy & Business Development.

Michael has extensive experience in the parking and enforcement sector, having held senior management and sales positions with a number of international parking solutions companies including UbiPark, CellOPark, Parkmobile International and Secure Parking. In each of those roles, he was responsible for driving sales growth and new technology implementation with customers in large city councils, universities and airports. While at CellOPark, Michael received an International Parking Institute (IPI) Award of Merit for Innovation in 2014 for the deployment of a new integrated mobile parking payment and enforcement solution at Curtin University, Western Australia.

Peter Wells brings significant executive leadership experience in both government and industry, with a background in large scale customer service delivery, regulatory programs and managing large, complex projects. Peter has strong executive skills in Planning,

Transport, Natural Resources, Environment and Regulation, following previous Executive Director and General Manager roles at the NSW Roads and Maritime Services (RMS), and the NSW Environmental Protection Agency, respectively. He also serves as the Chairperson of the Local Planning Panel of a number of Sydney Councils, including Woollahra, Mosman and Canada Bay.

Commenting on the executive appointments, SenSen CEO Subhash Challa said:

“Peter and Michael are outstanding additions to the SenSen team. We are confident that they will rapidly expand adoption of SenSen’s ITS solutions in our target markets. With their deep knowledge of government contract processes and parking industry opportunities, both Peter and Michael are very much focused on driving ITS sales, both from new customers and value-adding to our existing clients.”

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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 and 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.