

---

18 October 2019

## SenSen Wins Multi-Year Contract with Geelong City Council

Leading smart cities solution provider, SenSen Networks Limited (**“ASX: SNS”, “SenSen” or “the Company”**) is pleased to advise it has secured a deal to supply automated parking enforcement solutions to Geelong City Council.

The contract has been awarded in conjunction with SenSen's distribution partner, Duncan Solutions ([duncansolutions.com.au/](http://duncansolutions.com.au/)), an Australian-owned company providing integrated parking solutions. Geelong City Council is a longstanding customer of Duncan Solutions.

Commencing in December 2019, the contract with Geelong City Council initially covers the City's purchase of two SenFORCE mobile parking enforcement units along with associated software and services. SenSen will earn upfront revenue for the systems, software and commissioning of the unit. SenSen will also earn annual recurring revenues and fees for the software licence, maintenance and support services under the three-year term of the contract.

Geelong City Council is 75km south west of Melbourne and is Victoria's largest regional city, delivering services to over 250,000 residents covering an area of 1252 square kilometres.

Keeping roads safe and congestion free requires cities to enforce hundreds of bylaws associated with regulating traffic and parking on city streets. To date, this has predominantly been enforced manually, with city officers ensuring compliance.

Legacy technologies, such as License Plate Recognition, are limited to enforcing only those bylaws which relate to paid parking, permits and time-limited parking. They are incapable of automating enforcement of all other bylaws, such as no-stopping zones, clear ways, single and double yellow line zones, bus zones, school zones and more. SenFORCE is setting new standards for parking enforcement by automating enforcement of all bylaws associated with parking on city streets.

The new product video just released by SenSen highlights the features and levels of automation being delivered and enjoyed by the Company's customers worldwide. Visit <http://bit.ly/Senforce> to view the video.

Commenting on this latest Council contract, SenSen CEO Subhash Challa noted:

*“We are excited to have Geelong City Council as our first Victorian Council customer to use SenFORCE, which comes soon after SenSen announced its first NSW Council customer, Tweed Heads Shire Council. Together with our partner Duncan Solutions, SenSen welcomes such forward-thinking organisations who will quickly benefit from SenSen's technology which provides levels of automation and AI capabilities that license-plate-only systems cannot match. We look forward to announcing further City Councils as customers, both in Australia and internationally.”*

---

**For further information, please contact:**

David Smith, Executive Director and Company Secretary  
Email: [info@sensennetworks.com](mailto:info@sensennetworks.com)

Tim Dohrmann, Investor and Media Relations  
Email: [tim@nwrcommunications.com.au](mailto:tim@nwrcommunications.com.au)

**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.