

Investor Update

June 2021
ASX: SNS
OTCQB: SNNSF



About Us

- We are the world leaders in **Sensor AI**, solving previously unsolved problems through the analysis and fusion of data from multiple sensors.
- Our vision is to positively transform people's lives with **Sensor AI**.
- Our solutions are having transformational impacts on multiple industries including City Councils, Casinos, Fuel Retailers and other Large-Scale Surveillance facilities like Airports, Corporates and Universities.
- New solutions under development are expected to have similar impacts on many more industries.



Our Focus - Scaling Rapidly

Near Term – 1 to 2 years

- Invest into marketing and sales channel development
- Invest into productization of our world leading products
- Accelerate growth in smart cities and casino markets
- Target and achieve 100+ customers generating ARR

Medium Term – 2 to 4 years

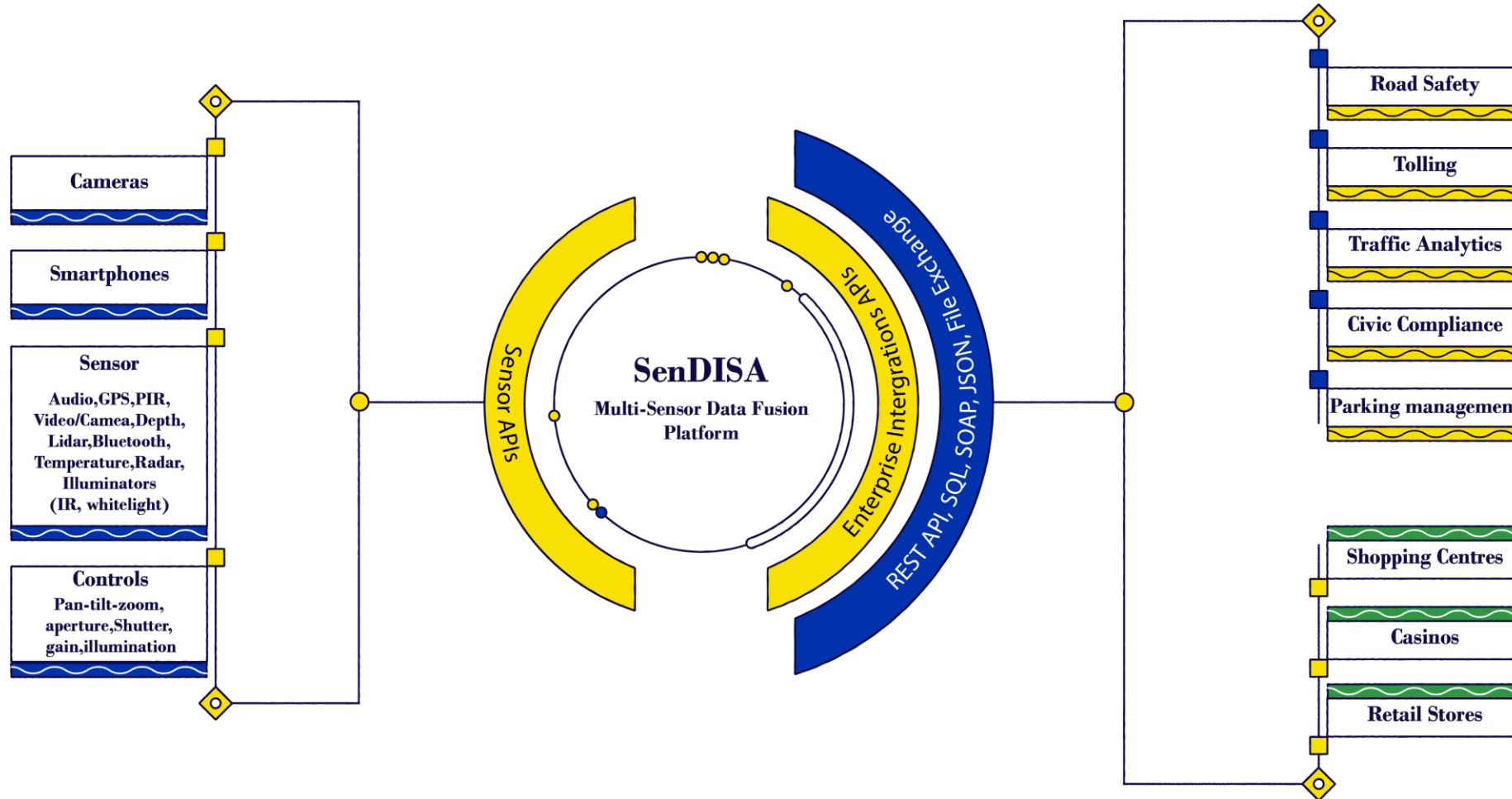
- Invest into our technology platform to make it robust and scalable to multiple markets
- Add adjacent market verticals like retail, intelligent surveillance and others

Longer Term – 3 to 5 years

- Open our platform to 3rd party application developers and
- Invest into building the application developer ecosystem to exponentially increase the customer base and associated revenues



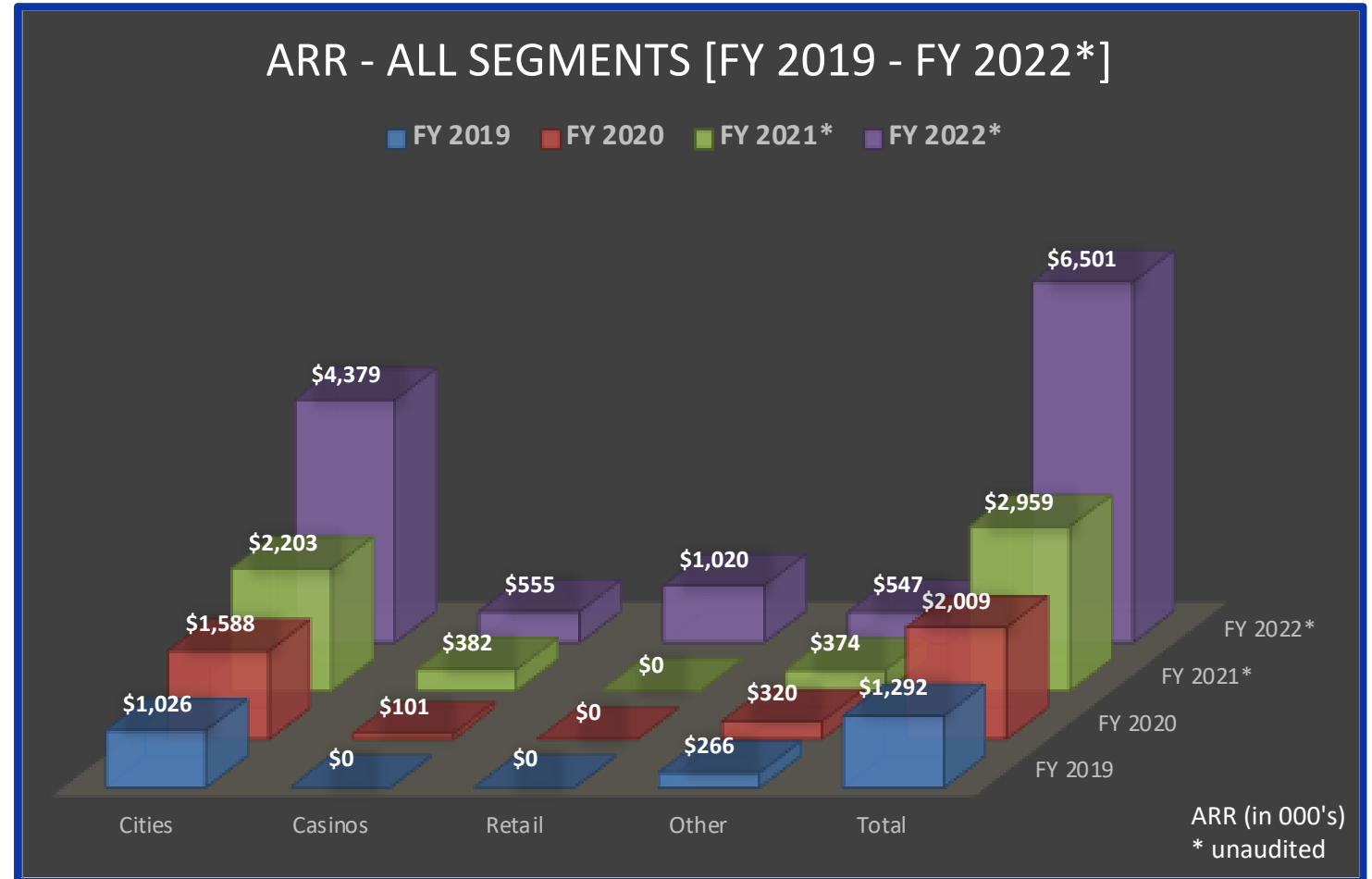
Our Technology Platform – Our IP



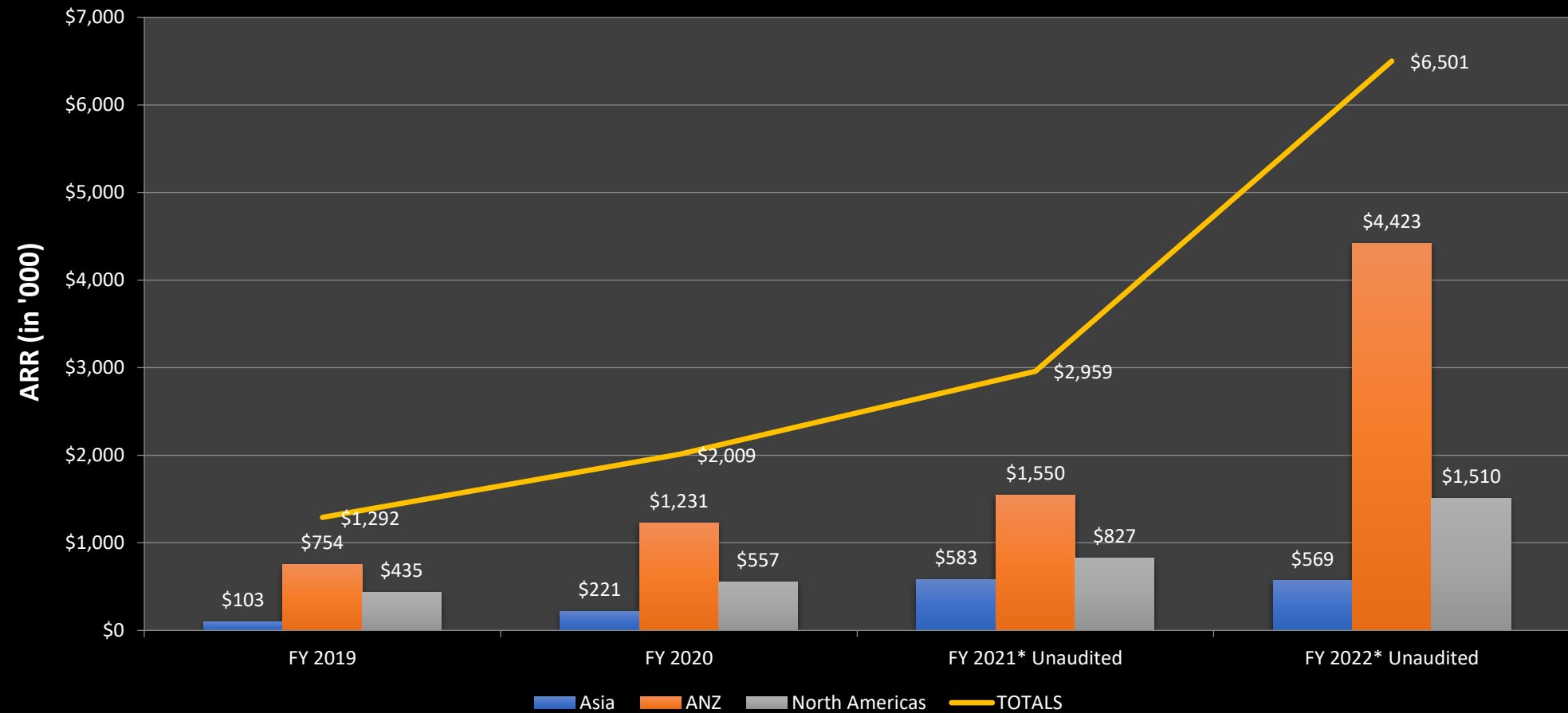
All our solutions are configurations of the Sensor AI platform – SenDISA
Patent Protection (8+): 4 patent families granted and additional 4 pending, more in pipeline



ARR Growth Profile FY 19 – FY 22



ARR by Region 2019 - 2022



Updated Financial Guidance FY 21* Unaudited

- Total SenSen expected revenue (unaudited) for FY 21
 - \$5.3m - \$5.5m, represents ~40% increase over FY 20
- Total SenSen expected ARR (unaudited) for FY 21
 - ~\$3m, represents ~50% increase over FY 20
- On the back of the capital raise in January 2021, SenSen has completed the appointment of key executives covering sales, marketing, account management, project management and other support resources in India, to establish the platform for accelerated revenue growth in FY 22 and beyond.
- SenSen will not be cash flow breakeven or profitable for FY 21
 - Due to the strategic shift from conserving cash prior to capital raise in January 2021, to investing for revenue growth post the capital raise.



Updated Financial Guidance FY 22* Unaudited

- Total Revenue from existing customers and orders under execution
 - \$8.1m total expected revenue
 - This excludes estimated additional ~\$3m revenue from Scancam acquisition adding new vertical of Fuel Theft Reduction and an associated Retail segment
 - Additional orders or changes to existing contracts may change these estimates
- ARR from existing customers and orders under execution
 - \$5.5m Annual Recurring Revenue ~80% YoY growth
 - This excludes expected \$1m+ ARR from Scancam customers
- Key growth drivers for ARR
 - Net Retention Rate (NRR) of 120%+
 - Zero Churn – All customers renewed their contracts for FY 22





sensennetworks®
Ingenuity by Design

Level 1, 9 Harper Street,
Abbotsford
Melbourne
VIC 3067
Australia

3 Spring Street,
Sydney
NSW 2000
Australia

HSR Summit
Road No-10, Banjara Hills
Hyderabad
500034
India

www.sensennetworks.com | sales@sensennetworks.com