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SenSen signs multi-year contract with Hippodrome Casino, London

HIGHLIGHTS:

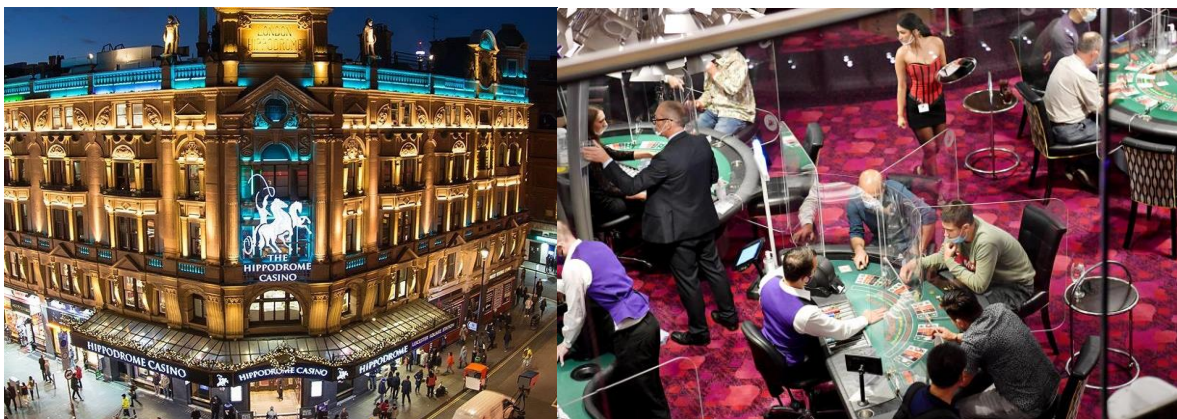
- *Hippodrome Casino, London signs contract to have gaming floors fitted with SenSen AI solutions*
- *Contract will generate both upfront and recurring revenues amounting to \$430K over the initial 3-year contract term*
- *Opportunity to grow SaaS ARR with the addition of new features and modules*
- *This is the first contract for SenSen in the UK and Europe*

Leading Sensor AI solutions provider SenSen Networks Limited (ASX:SNS, “SenSen” or “the Company”) today announces the signing of its first UK contract for its world leading Sensor AI solutions. The initial 3-year contract is with the Hippodrome Casino, London (“the Hippodrome”) and follows a period of successful trials.

The installation is expected to be completed in time for the annual ICE London 2022 International Gaming Conference (www.icelondon.uk.com) to be held on 1-3 February 2022. The ICE Conference is the world's leading innovation showcase for the gaming industry and attracts over 35,000 attendees.

The Hippodrome is the UK’s largest entertainment and casino venue with five floors of gaming and includes London’s largest dedicated poker floor.

SenSen’s AI solution detects and recognises bets placed on gaming table and extracts critical operational information like number of players engaged in the game, average value of bets placed per player, the game pace, side bet analysis and more, all in real time. The data is then used to power a range of applications linked to improving customer service of the casinos.



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Simon Thomas, CEO of Hippodrome said, "As one of the most progressive casinos in UK/Europe, we are thrilled to be introducing SenSen's AI solutions into the Hippodrome. We have been monitoring technological advances in bet recognition and game analytics for some time and are pleased with the accuracy, ease of installation and level of service from SenSen. We are proud to be the first to launch SenGAME in the UK/European marketplace."

SenSen CEO Subhash Challa, added, "We are excited to be partnering with the iconic Hippodrome Casino, London to improve customer experience. This is SenSen's first casino contract in the UK and provides further opportunity for the Company to target the large UK & European markets which have over 1,000 casinos and more than 30,000 tables between them. Currently, we are part of multiple trials for our AI solutions with several casinos globally, and with Covid-19 restrictions easing, we are confident many of these trials will move to production roll outs in 2022."

This release is approved by the Board of SenSen.

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About SenSen Networks Limited

SenSen Networks Limited (ASX:SNS; OTCQB:SNNSF) is a leading Sensor AI Data enterprise working with people, places and data to solve problems once thought technically impossible. The company's patented network approach enables SenSen to offer customised, real-time and batch processing of data alongside SaaS solutions.

The Company's technology fuses complex video and sensor datasets at high speeds across multiple networks to assess and inform strategic actions to its customers across its enterprise verticals: Smart Cities, Casinos, Retail, Smart Surveillance and Emerging Solutions. SenSen has clients on four continents and can be found in Australia, New Zealand, Singapore, USA, Canada, 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.