

23 December 2021

SenSen wins Digital Curbside Management Contract with TfNSW

HIGHLIGHTS

- *SenSen has been awarded a contract by Transport for New South Wales (TfNSW) to deploy its sensor AI powered curbside management solution*
- *SenSen will earn ~A\$437K ex GST over the period of the initial contract, commencing in December 2021*
- *Curbside management is estimated to be USD 6.3 billion per annum market opportunity (<https://www.cleantech.com/smart-cities-and-curb-management-innovating-for-success/>) and this win along with other curbside management deployments in the USA and Singapore will bolster SenSen leadership and help it win more business in this space*

Leading AI software and solution provider SenSen Networks Limited (ASX:SNS; OTCQB:SNNSF, "SenSen", or "the Company") today announces it has secured a contract with Transport for New South Wales to deploy its curbside management solution.

The contract is for collection and delivery of data from sensors to the TfNSW Open Data Hub (<https://opendata.transport.nsw.gov.au/general-information>).

SenSen's CEO Dr Subhash Challa said: *"Our ability to deliver real-time insights on the use of curbside space, including fleet identification, vehicle classification and connecting the data to dynamic signage allows SenSen to deliver an end-to-end digital kerb solution for TfNSW. I am delighted SenSen's platform SenDISA has been recognised as critical for this success."*

Dr. Challa added, *"SenSen is pleased to be selected to lead this highly strategic project and establish new partnerships with one of Australia's leading eInk signage companies, Mercury Innovations. This contract win establishes SenSen's credentials as the leader in the Australian curbside management market and positions SenSen to capitalise on this in other cities and other projects around the world."*

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.