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SenSen extends contract with Crown Melbourne to deploy new AI solutions

HIGHLIGHTS:

- *SenSen signs an extension to its contract with Crown Melbourne Limited to deploy its new, ground-breaking and patent pending sensor AI solution.*
- *The solution retrofits to existing gaming tables and helps casinos track players' activities which could aid in supporting responsible gaming initiatives.*
- *The revenue under this contract is for a total of \$725K over a two and a half-year period.*
- *The contract covers 40 tables with the potential for further table roll outs and additional upfront and ARR revenues*
- *This technology is also currently being trialled in other casinos around the world.*

Melbourne, Australia – Leading sensor AI software and solution provider SenSen Networks Limited (ASX:SNS, “SenSen” or “the Company”) has today extended a contract of sale to provide its proprietary gaming products to Crown Melbourne Limited (“Crown”).

Crown Melbourne is Australia’s leading integrated resort and is one of the most visited tourist destinations in Australia.

Strengthening a five-year relationship with Crown, SenSen will rollout its new table game analytics solution to Crown Melbourne.

The Crown contract provides for a minimum rollout of SenSen’s technology to 40 tables amounting to a total of \$725k over a period of two and a half years.

The new and enhanced SenSen AI solutions provide casinos with real time, highly accurate data about players and their activities. It also provides a platform which could aid in supporting responsible gaming initiatives.

Subhash Challa, CEO of SenSen, said, *“Our AI solution provides the next evolution in data analytics that helps casinos accurately match game activity to players, and complements our patented chip recognition technology. We are pleased to be working with our long-term partner Crown and its use of our AI solutions to enhance Crown’s operations.”*

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Ms Heather Scheibenstock, Executive Director and the head of SenSen Gaming Solutions added, “*SenSen has the opportunity to significantly expand its gaming footprint with an addressable market of more than 9,000 casinos globally. Our focus is to grow from three casinos (Crown Melbourne, Solaire Resort and Casino – Philippines and Hippodrome Casino London) to more than thirty in the next three years. By removing expensive and disruptive installations, casinos worldwide can get quick and easy access to real-time data to measure and set KPIs and improve the overall customer experience.*”

SenSen patents update

SenSen’s patent portfolio relating to casino table game analytics includes multiple distinct patent families with more than 30 national applications in various countries around the world. SenSen has already obtained patents in the USA, Singapore and Australia and will continue to pursue patent protection in key markets for gaming to underpin and reinforce SenSen’s key technology and commercial positions.

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 AI Data Fusion Enterprise that works 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, Airports and Retail. 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.

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