

SenSen Networks Coffee Microcaps

28 January 2022



sensen.ai
solving the impossible

Disclaimer

This presentation (**Presentation**) has been prepared by SenSen Networks Limited (**SenSen**) for a Coffee Microcaps presentation on 28 January 2022.

Summary information - This Presentation contains summary information about SenSen and its activities which is current only as at the date of this Presentation. SenSen may in its absolute discretion, but without being under any obligation to do so, update or supplement this presentation. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in SenSen or that would be required in a prospectus or other disclosure document prepared in accordance with the requirements of the *Corporations Act 2001* (Cth) (**Corporations Act**).

Industry and market data – In this Presentation, SenSen refers to certain market, industry, and statistical data used in connection with this Presentation may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. Neither SenSen nor its representatives have independently verified any such data and no representation or warranty, express or implied, is made as to its fairness, accuracy, correctness, completeness or adequacy. Some data is also based on the good faith estimates of SenSen, which are derived its reviews of internal sources as well as the independent sources described above.

Not an offer - This Presentation is not a prospectus or other disclosure document under the Corporations Act and will not be lodged with the Australian Securities and Investments Commission. This Presentation is for information purposes only and is not an invitation or offer of securities for subscription, purchase or sale in any jurisdiction. The distribution of this Presentation (including electronically) outside Australia may be restricted by law. If you come into possession of this Presentation, you should observe such restrictions and should seek your own advice. Any non-compliance with these restrictions may contravene applicable securities laws.

Not investment advice - The information contained in this Presentation is not investment, financial product advice or recommendation to acquire Shares. This Presentation has been prepared without taking into account your investment objectives, financial situation or any other particular needs. This Presentation does not and will not form any part of any contract for the acquisition of shares. Each recipient of this Presentation should make its own enquiries and investigations regarding all information in this Presentation. Before making an investment decision, you should consider whether it is a suitable investment for you in light of your own investment objectives, financial situation and particular needs and having regard to the merits or risks involved. Independent financial advice is recommended.

Future performance - This Presentation contains forward looking statements. Forward-looking statements generally relate to current expectations, hopes, beliefs, intentions, strategies or productions about future events or SenSen's future financial or operating performance. For example, statements regarding anticipated growth in the industry in which SenSen operates and anticipated growth in demand for SenSen's products and services, projections of SenSen's future financial results and other metrics are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "pro forma", "may", "should", "could", "might", "plan", "possible", "project", "strive", "budget", "forecast", "expect", "intend", "will", "estimate", "anticipate", "believe", "predict", "potential" or "continue", or the negatives of these terms or variations of them or similar terminology, but the absence of these words does not mean that a statement is not forward-looking. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements.

These forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance and may involve known and unknown risks, uncertainties and other factors, many of which are outside the control of SenSen. You are cautioned not to place undue reliance on any forward looking statement. Forward looking statements in this Presentation are based on assumptions and contingencies which are subject to change without notice. Actual results, performance or achievements may vary materially from any forward looking statements and the assumptions on which statements are based. The forward looking statements in this Presentation are based on information available to SenSen as at the date of this Presentation and nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. Except as required by law or regulation, SenSen undertakes no obligation to provide any additional or updated information whether as a result of new information, future events or results or otherwise.

Financial data – All dollar values in Australian dollars (A\$ or \$) unless otherwise stated. Recipients should note that this Presentation contains historical financial information. The historical financial information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of SenSen's views on its future financial condition and/or performance.

Trademarks – This Presentation may contain trademarks, trade names and copyrights of other companies, which are the property of their respective owners. Solely for convenience, some of the trademarks, trade names and copyrights referred to in this Presentation may be listed without the © or ® symbols, but SenSen asserts, to the fullest extent under applicable law, the rights of the applicable owners, if any, to these trademarks, trade names and copyright.

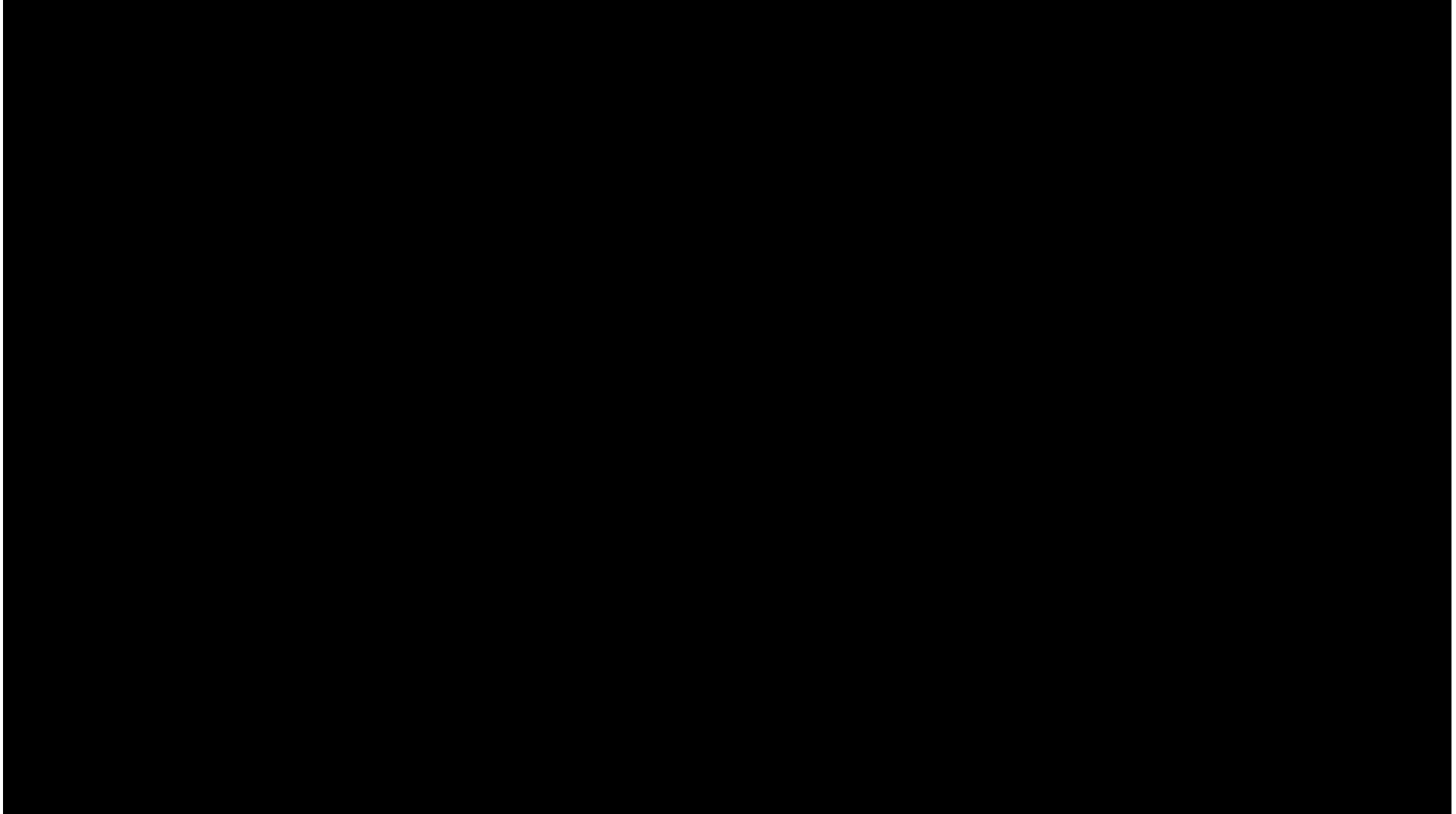
Disclaimer - Except for any statutory liability which cannot be excluded, SenSen, its related bodies corporate and their respective officers, employees and advisers expressly disclaim all liability (including negligence) for any direct or indirect loss or damage which may be suffered by any person in relation to, and take no responsibility for, any information in this Presentation or any error or omission therefrom, and make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of this Presentation.

Presenter
Dr. Subhash Challa
Chairman & CEO



A world leading authority in data science specializing in the analysis of video and sensor data with a focus on solving everyday business problems.

What We do



SenSen's Market Opportunity



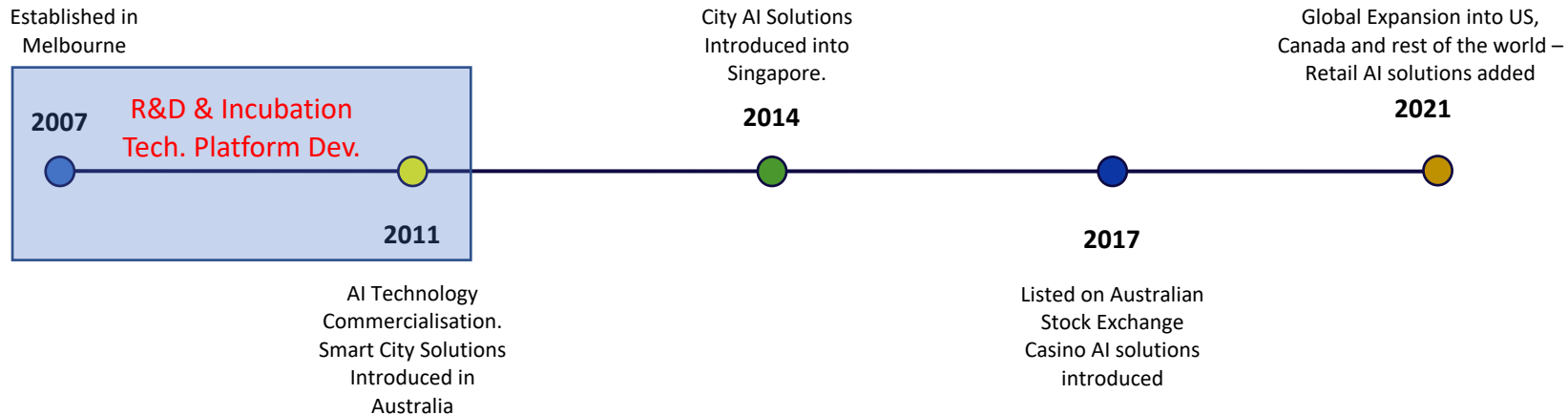
SenSen has developed a platform called **SenDISA**, a **horizontal technology platform** (like SAP or Oracle in the enterprise world) to serve multiple industries and markets.

SenSen background and brief overview

We are an Australian enterprise AI solution integrator with a rich research and development background.

- SenSen (SNS:ASX) was founded in 2007 and floated on the ASX in 2017.
- Headquarters in Melbourne with global offices in India, Singapore, Canada and US; with more than 220 employees.
- Delivering solutions since 2011 to our key customers from the largest cities in the world, Singapore, Brisbane, Las Vegas, Chicago and Sydney.
- Solutions across Smart cities, Roads & Transport, Retail and Gaming industries.

Our journey



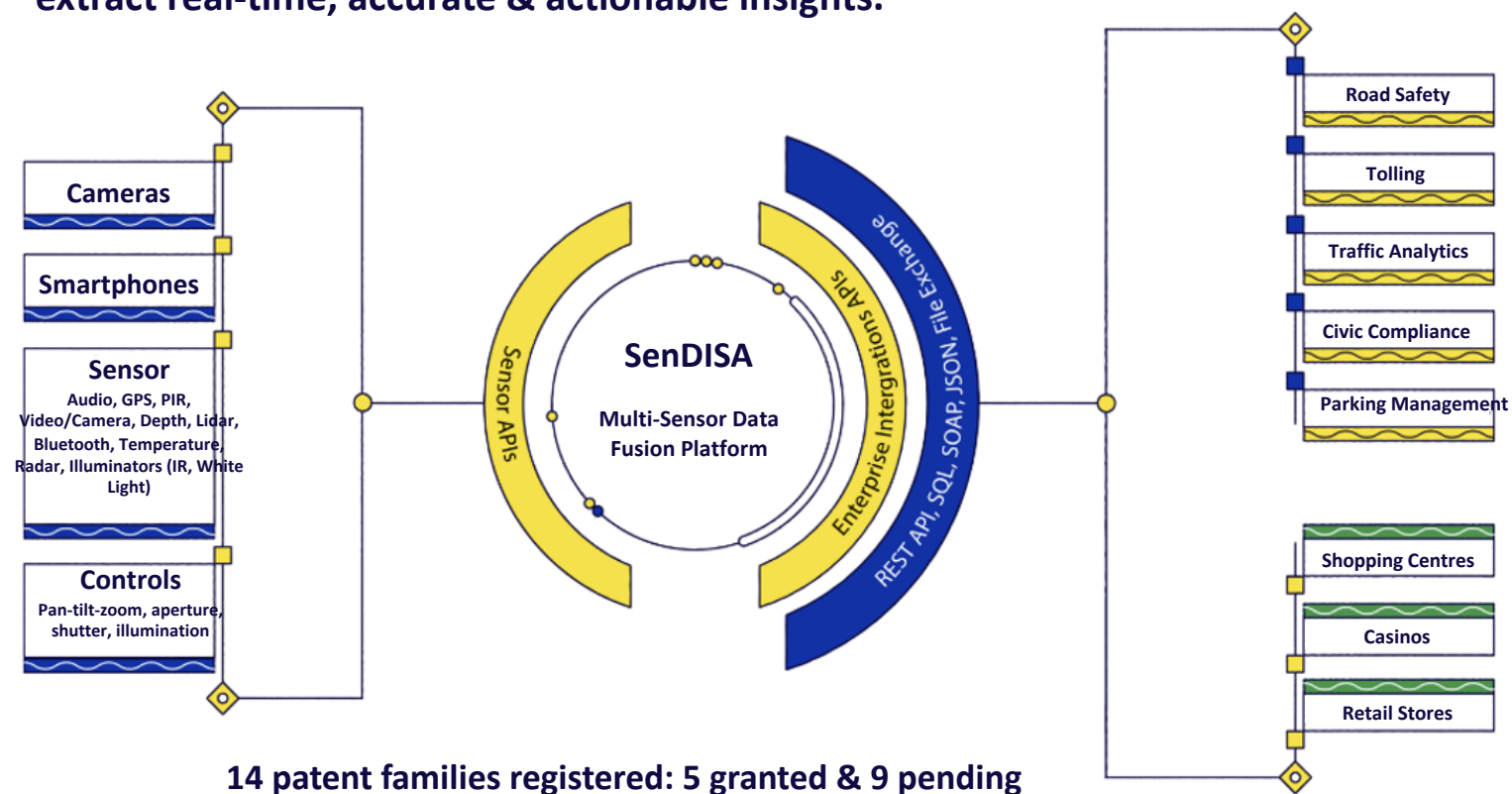
About SenSen

(ASX:SNS;
OTCQB:SNNSF)

- **World leader in sensor AI solutions**
- **We operate in large and growing AI markets**
- **Core IP - The SenDISA software platform**
 - Developed over the past 15 years
 - Protected by 14 patent families: 5 granted and 9 pending
- **Customers**
 - Cities, casinos, fuel retail services and large-scale surveillance operators

SenDISA Platform and Software

Data fusion software interfaces with cameras and sensors to extract real-time, accurate & actionable insights.

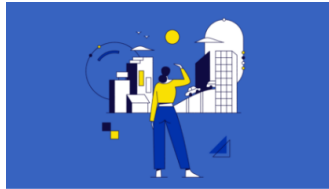


Three critical components work together – **data fusion, AI algorithms, software** – to deliver business insights that are otherwise impossible to obtain from traditional data sources.

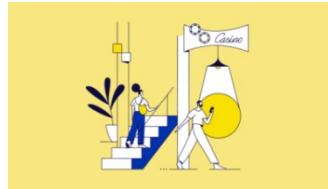
Large growing AI markets

On track to scale rapidly across large and growing target markets with existing and new customers

Smart Cities



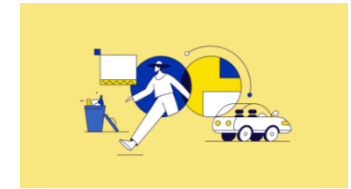
Casinos



Retail



Smart Surveillance



Total Addressable Market	<ul style="list-style-type: none"> • 10,000+ cities globally¹ 	<ul style="list-style-type: none"> • 4,926+ casinos globally² 	<ul style="list-style-type: none"> • Fuel Retail – 6,500+ stores in Australia & New Zealand³ 	<ul style="list-style-type: none"> • Approx. 1 billion surveillance cameras globally⁴
Our 2-3 Year Target	<ul style="list-style-type: none"> • Grow from 35 to 100+ cities 	<ul style="list-style-type: none"> • Grow from 2 to 30+ casinos 	<ul style="list-style-type: none"> • Grow from 250 to 1,000+ stores 	<ul style="list-style-type: none"> • Grow from 10k+ cameras to 100k+ cameras
Current Key Customers				

We deliver AI solutions to Cities, Citizens and Corporations

SenSen operates across multiple industry segments with a higher customer retention.

Smart Cities

Smart Curb Management
Smart Parking
Road Safety
Infrastructure Audits
Traffic and Tolling

Smart Retail

Anti Fuel Theft
Retail Loss Prevention
Smart Asset Protection

Smart Surveillance

Multi-Camera 'Person of Interest'
Tracking
Video content analysis
Surveillance Camera & Network
Audit
Live Occupancy

Casinos

Live Table Game Data
Rating & Loyalty
Know Your Customer
Data Insights

Emerging Solutions

Robotics
Games AI
Tag and Trace
Smart Curb Sensor

200+

Projects

70+

Customers

120%

Net Retention Rate

Global Footprint



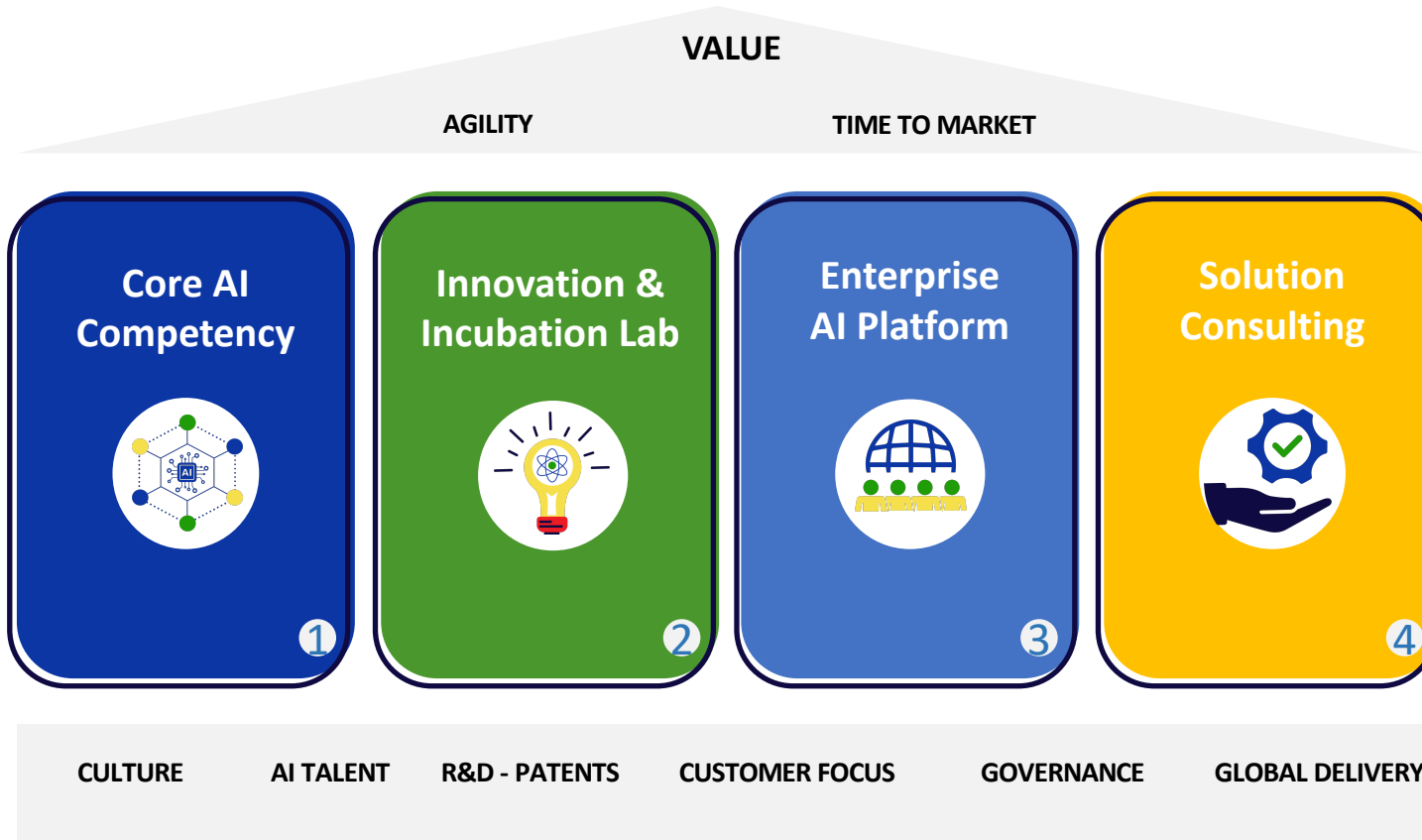
Our customer base – 70+ and Growing

SenSen has a wide customer base ranging from City Councils, Government agencies, Universities, Airports, Casinos, Hospitals to Retail chains across Australia, Canada, Europe, Asia and USA.



World class capabilities to build enterprise AI solutions

SenSen has successfully fostered an innovation culture underpinned by four key pillars for solving the impossible.



We have created a virtuous circle that continually generates new IP with new contract wins

KEY DIFFERENTIATORS & IP



Multi-dimensional decision making
Leverages data fusion techniques; uses multiple sensors and AI models resulting in solutions with high accuracy and efficiency.



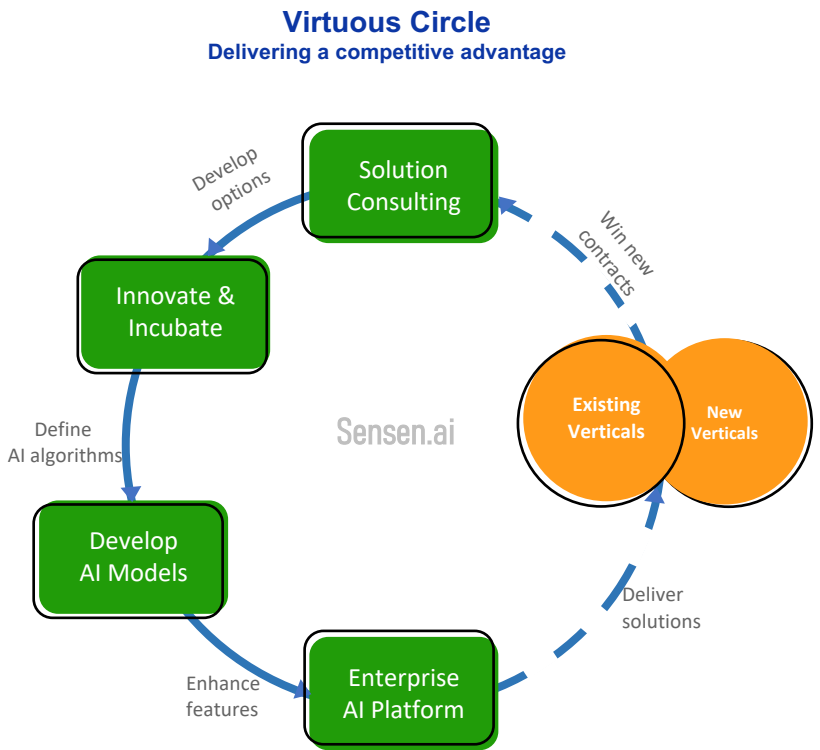
A platform-based enterprise ecosystem
A functionality rich, enterprise strength plug and play AI platform that can be deployed across various environments (cloud, mobile, edge, etc.) along with easier enterprise integration.



Hundreds of reusable AI models
Over the years, SenSen has developed hundreds of proprietary, reusable complex AI models that can be mixed and matched to solve real world problems.



One stop shop for enterprise AI solutions
Delivers end-to-end services including dataset preparation, AI model tuning, system development, analytics, onsite deployment, project management and ongoing maintenance.



SenSen has gained a competitive advantage through key differentiators.

SenSen's Business Model



Revenue Sources – similar across all target markets

Software License SaaS Annual Recurring Revenue ~60% of Revenue

- Edge analytics software
- Back-office software

Hardware ~20% of Revenue

- Prepackaged hardware solutions

Professional Services Upfront & Ongoing ~20% of Revenue

- Technology trials
- Solution design services
- Software installation & configuration
- Software customization services
- UAT support



FY2021

Financial Highlights

- **Revenues** of \$5.5m, up 47% **YoY**
- **Annual Recurring Revenue:** \$2.7m, up 33% YoY
- **EBITDA loss** of \$2.3m, a 26% improvement YoY
- **Zero churn**
- **Customer net retention rate:** 120%+
- **Net cash position** of \$5.2m as at 30 June 2021

FY2022

Outlook

- **Revenue guidance of >\$11.0m, up 111% YoY**
- **ARR run rate of > \$8.0m by end June 2022**
- **Customer net retention rate of 120%+**
- **Strong pipeline of opportunities** in all key verticals: smart cities, casinos, retail and smart surveillance
- **Net cash position of \$8.1m** as at 31 December 2021

FY2022 – H1 Operations Highlights



- **Acquired Scancam Industries** in July 2021
- **Raised \$10m** in November and December 2021 via a placement and a SPP to fund continued growth momentum
- **New Contract Wins – Smart Cities – Total Value min [\$2.961m]**
 - *Oct21 Australia's National Heavy Vehicle Regulator*
 - *Dec21 Sunshine Coast Regional Council*
 - *Dec21 Chicago Parking Meters*
 - *Dec21 Transport for New South Wales (TfNSW)*
 - *Dec 21 Queensland Revenue Office*
- **New Contract Wins – Casinos – Total Value Min \$1.155m (Min)**
 - *Dec21 Hippodrome Casino London*
 - *Dec21 Crown Melbourne*
- **New Contract wins – Retail – Total Value Min - \$666k**
 - *Dec21 EG Service Stations*

**Minimum Total Value of Contract wins in Q2 FY22 [\$4.782M]
recognized over next 2-3 years**

Q&A

Investor contacts:

Citadel-MAGNUS
Vanessa Beresford

vberesford@citadelmagnus.com

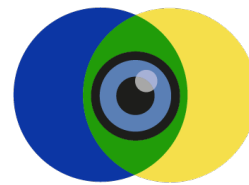
SenSen Networks

David Smith

Executive Director & Co Secretary

info@sensennetworks.com





sensen.ai
solving the impossible

www.sensen.ai | sales@sensen.ai

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

300 S. 4th Street Suite
180 Las Vegas,
NV. 89101
USA