



SenSen Networks

ASX:SNS; OTCQB:SNNSF

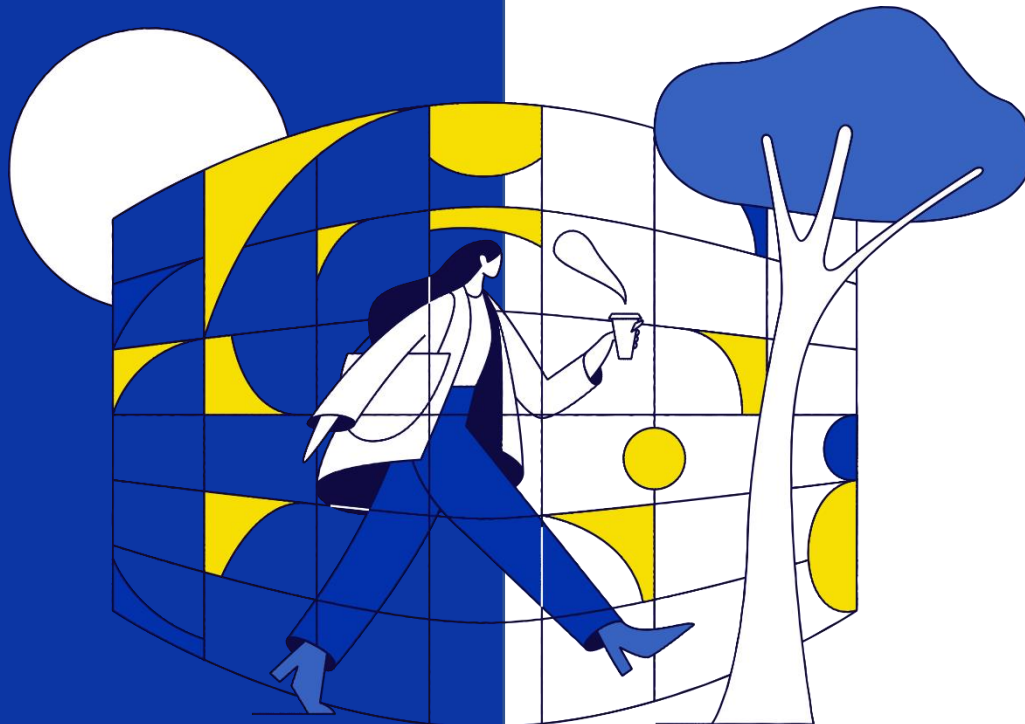
**Ord Minnett Wealth Management
Conference - Technology Day
Investor Presentation**

March 2022



sensen.ai
solving the impossible

Agenda



1. Overview
2. Technology & IP
3. Target Markets
4. Representative Solutions
5. Business Models
6. Financials
7. Q&A

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 operations

SENSEN'S GLOBAL FOOTPRINT



 CITIES

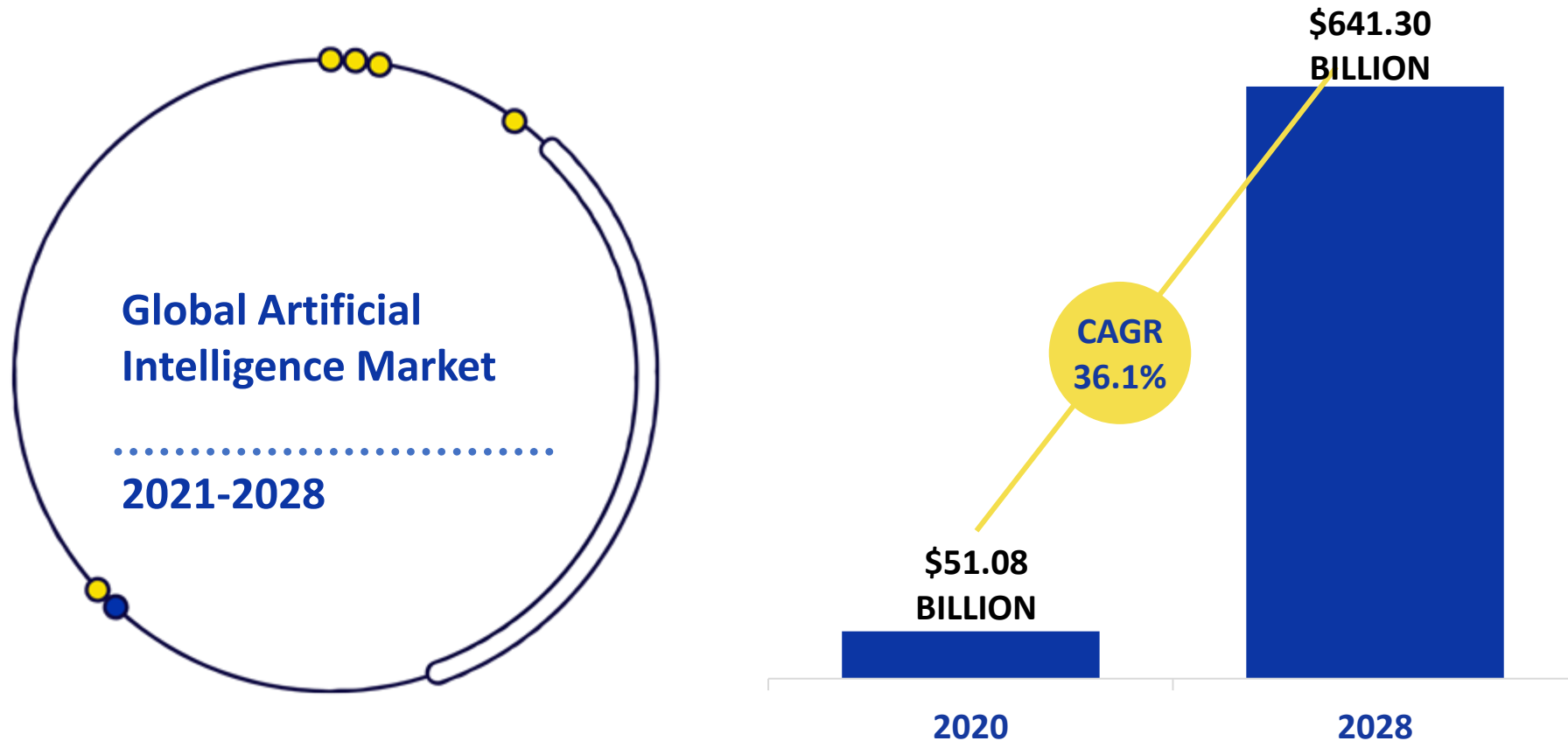
 CASINOS

 SURVEILLANCE

 RETAIL (324 SERVICE STATIONS)




Large & Growing Global AI Market Opportunity



SenSen's horizontal enterprise software platform SenDISA serves multiple global AI industries and markets.

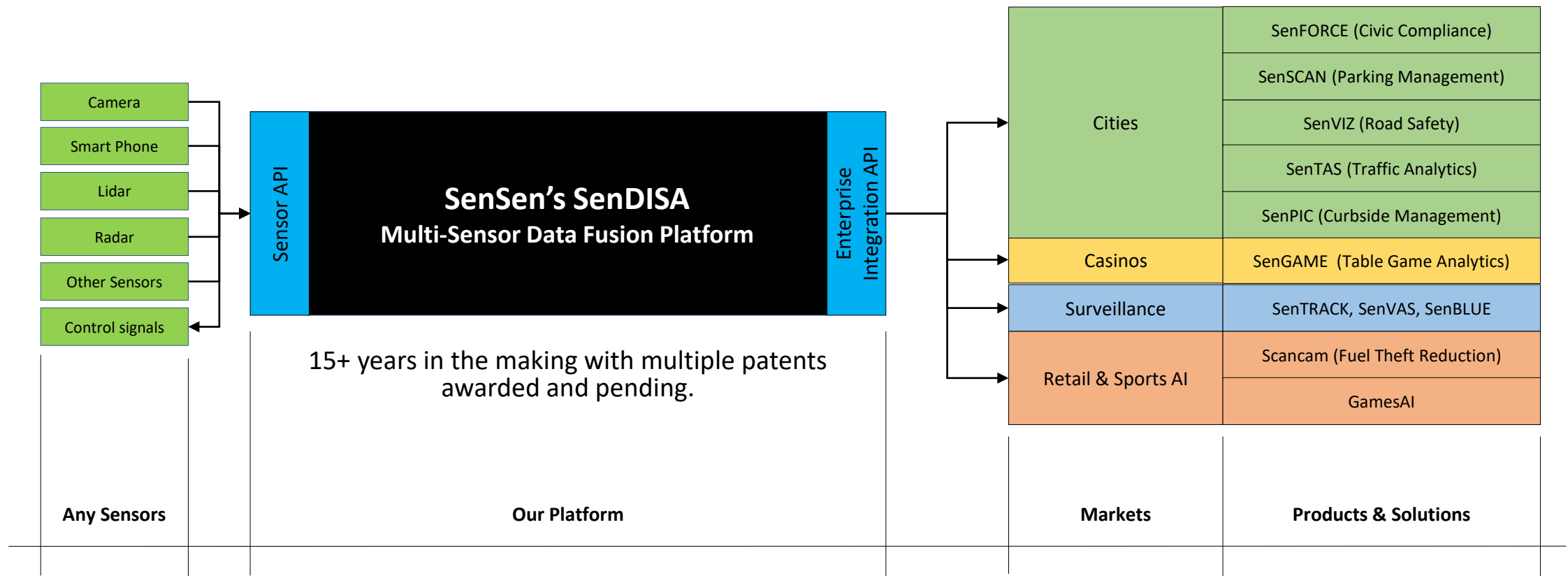
Current Target AI Markets

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

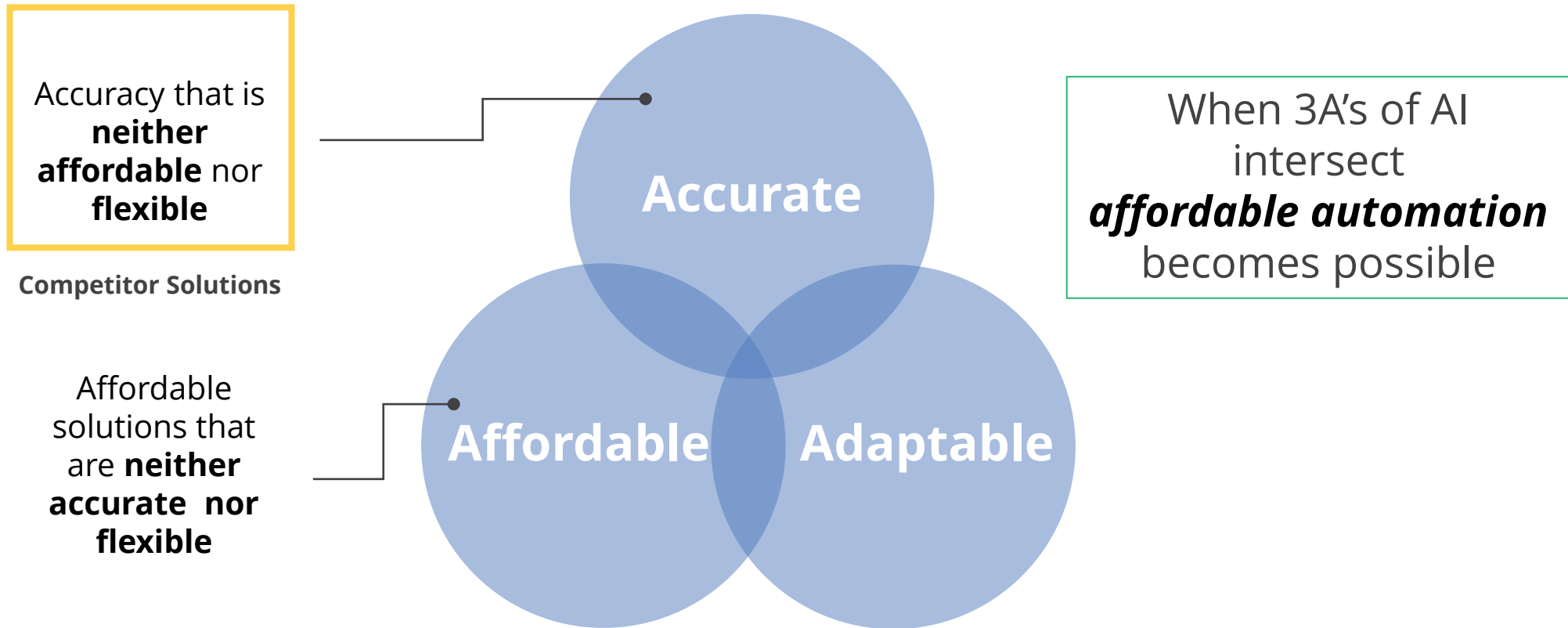
	Cities 	Casinos 	Retail 	Surveillance 
Total Addressable Market	<ul style="list-style-type: none"> • 10,000+ cities globally¹ 	<ul style="list-style-type: none"> • 4,926+ casinos globally² 	<ul style="list-style-type: none"> • Fuel Retail – 6,500+ stores in Australia & New Zealand³ 	<ul style="list-style-type: 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 3 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				

SenSen Technology Platform & IP - SenDISA

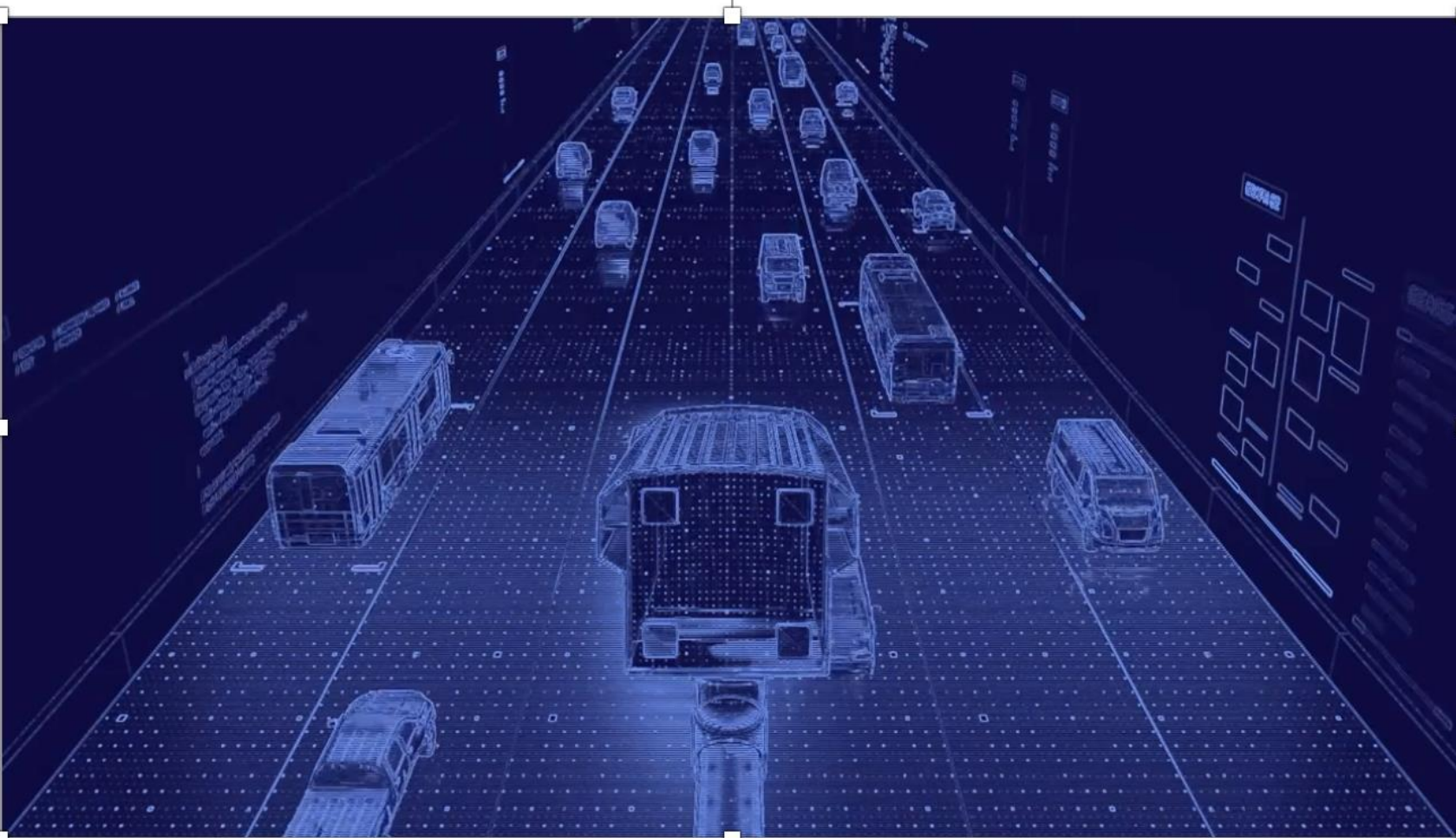
A reconfigurable data fusion software platform that interfaces with cameras & sensors to extract accurate & actionable insights in real time and deliver them to enterprise applications via industry standard API



Unique AI – Accurate, Affordable, Adaptable,



SenSen Solutions



200+ Projects

70+ Active customers

10+ Countries

14+ Patents

5+ Ph.Ds

220+ Staff Globally



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.



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

1H FY22 Operational Highlights

- **Acquired Scancam Industries**, provider of AI anti-theft solutions, in July 2021
- **Raised \$10m** in November and December 2021 via a placement and a SPP to fund continued growth momentum
- **8 new contract wins** in Q2 FY22 with a **minimum total value of \$4.782m** to be recognized over the next 2-3 years

Smart Cities – total value min \$2.669m

- *Oct21* Australia's National Heavy Vehicle Regulator
- *Dec21* Sunshine Coast Regional Council
- *Dec21* Chicago Parking Meters
- *Dec21* Transport for New South Wales (TfNSW)
- *Dec21* Queensland Revenue Office

Casinos – total value min \$1.155m

- *Dec21* Hippodrome Casino London
- *Dec21* Crown Melbourne

Retail – total value min \$666k

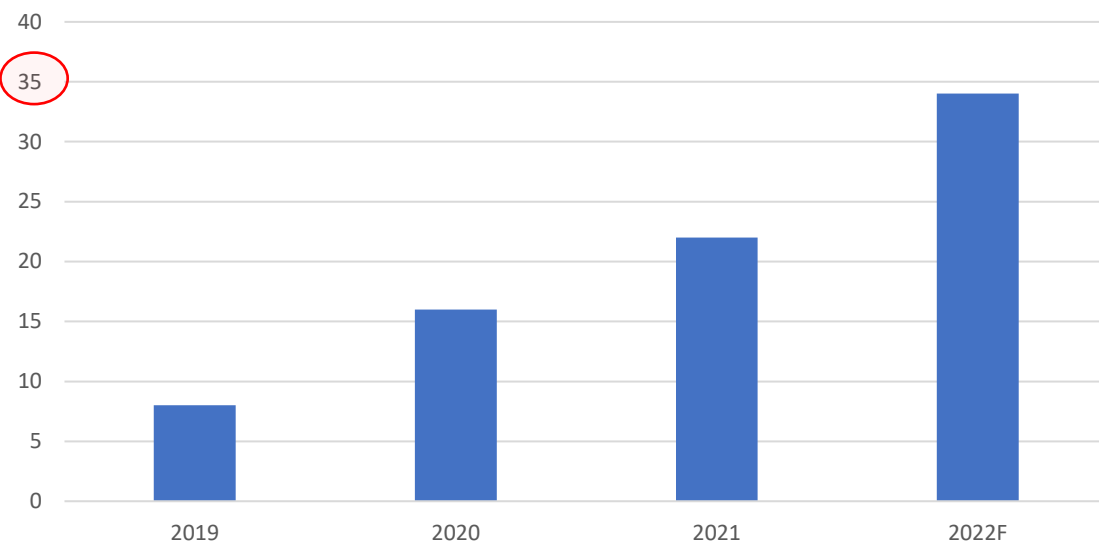
- *Dec21* EG Service Stations across Australia

1H FY22 Financial Highlights

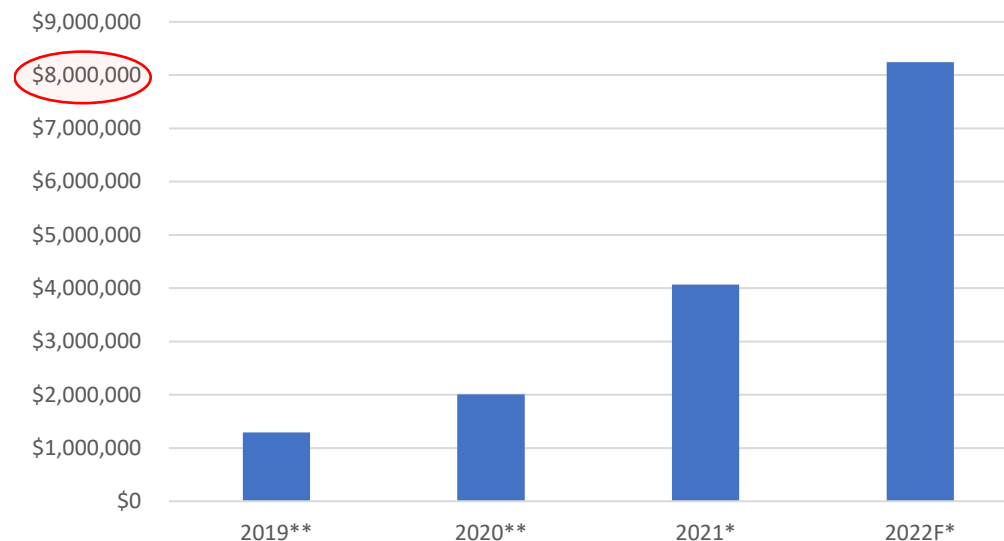
- **Revenues** of \$3.0m, up 19% vs prior comparative period (pcp)
 - New contract wins with a min value of \$4.782m in Q2 FY22
- **Monthly recurring revenue (MRR)** of \$0.45m (ARR of \$5.3m), increasing to MRR of \$0.65m-\$0.7M (ARR of \$8m+) by end of FY22
- **EBIT loss** of \$6.9m compared to \$0.5m loss in pcp; **underlying EBIT loss** of \$4.8m (*excludes non-cash share-based payments expense*), and in-line with previously reported net cash used in operations for 1H FY22
- **Customer net retention rate (NRR)** remains at 120%+
- **Net cash position** of \$8.1m as at 31 December 2021 (vs \$5.2m as at 30 June 2021)

Rapidly Growing Annual Recurring Revenue

Number of ARR Customers



Annual Recurring Revenue 2019-2022F

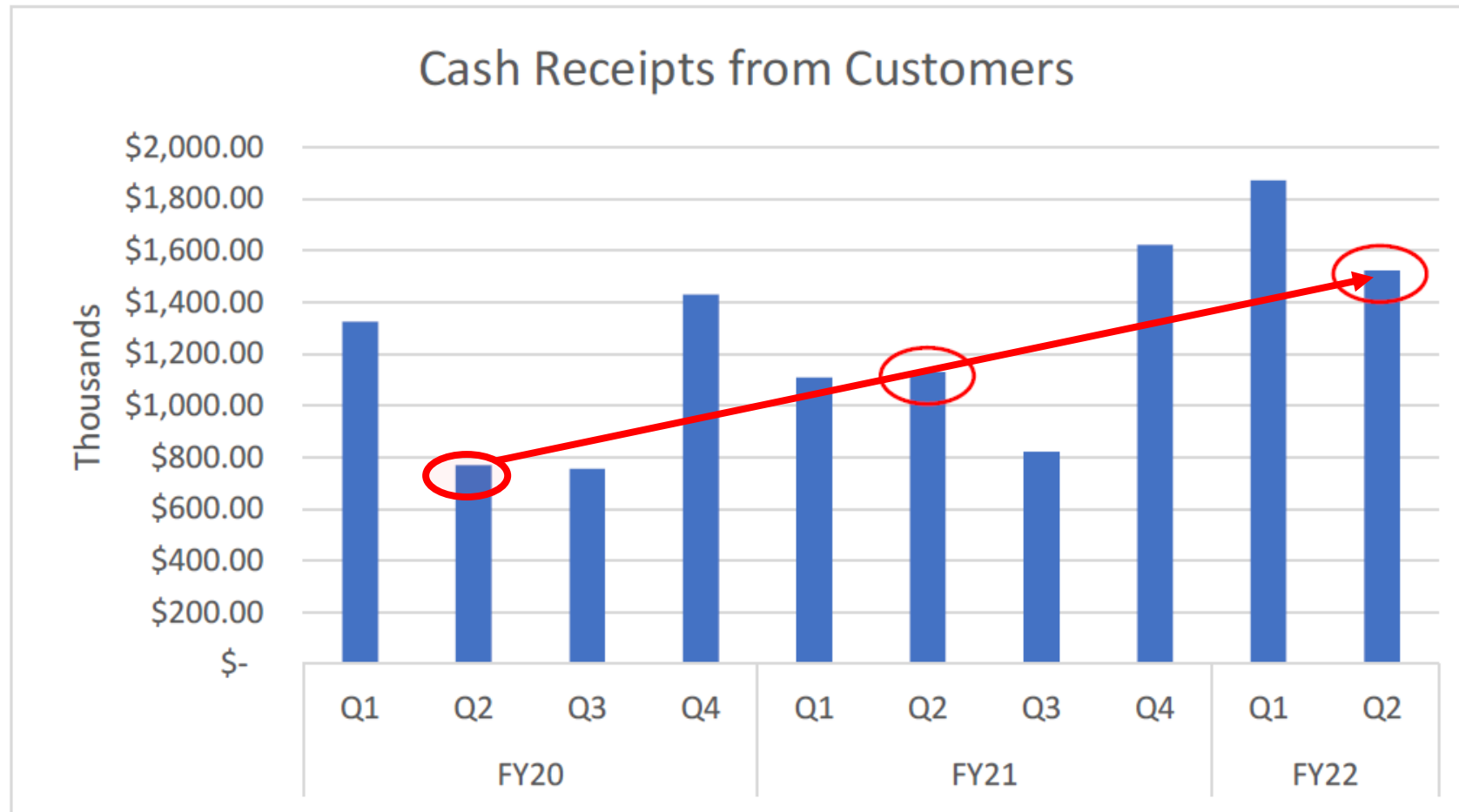


Notes:

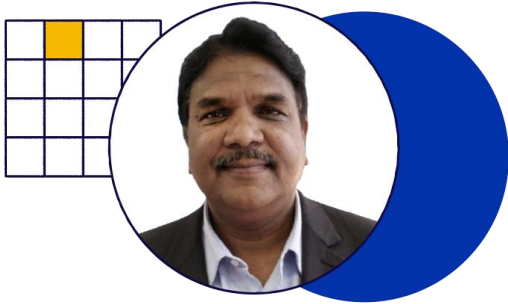
* At June 21, annualised MRR of \$340K. At June 22, forecast annualised MRR of \$680K.

** Amounts to accumulative ARR for the 12 months to year end.

Strong growth in Quarterly Cash Receipts



Board of Directors



CEO
Dr. Subhash Challa

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



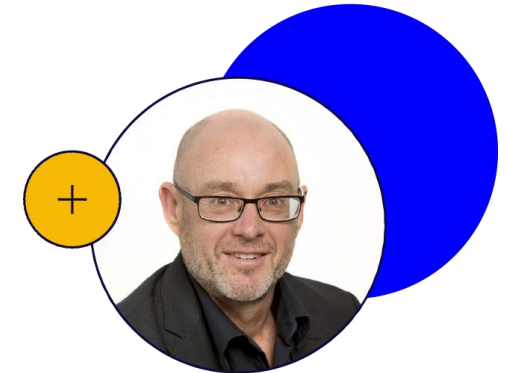
COO
Mr. David Smith

With an extensive background advising companies across all sectors, including tech, industrials and resources, David has driven the evolution of several emerging companies into multi-billion-dollar enterprises.



Executive Director
Mrs. Heather Scheibenstock

Heather has over 25 years' experience within the gaming and hospitality industries specialising in strategic planning, business development, stakeholder engagement and offshore growth.

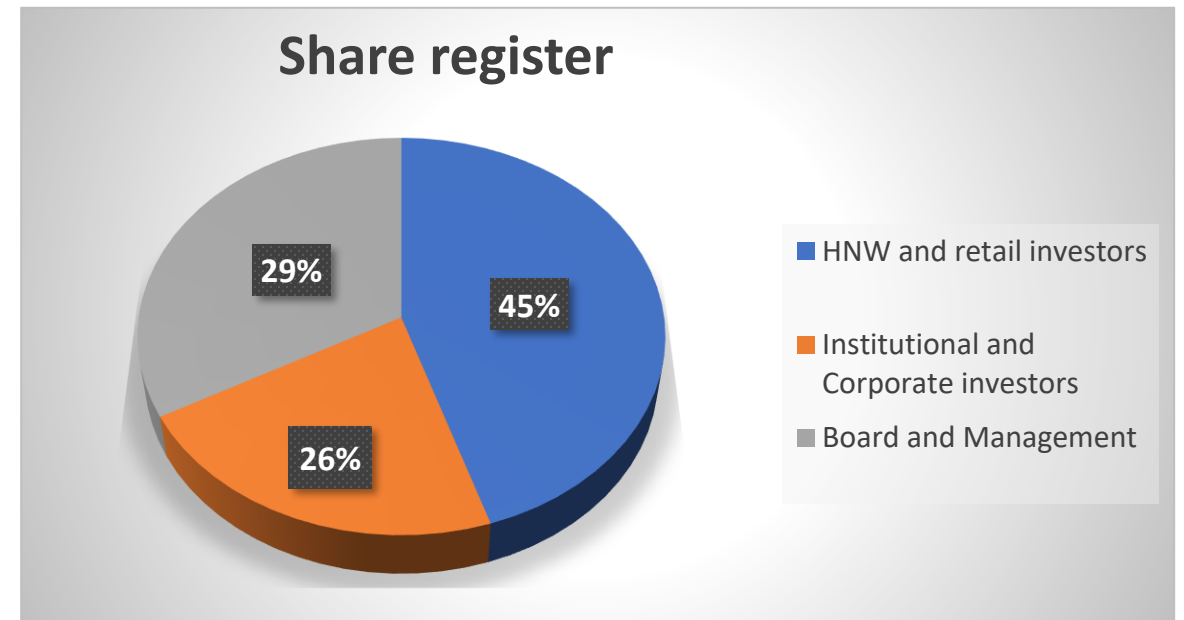


Non-Executive Director
Mr. Zenon Pasieczny

Zenon is an experienced venture capital investor and is closely involved in SenSen's strategic marketing and delivery of global communication messages to clients, partners and the media.

Corporate Snapshot & Share Register

ASX STOCK CODE	SNS
OTCQB STOCK CODE	SNNSF
ASX Listing date	18-Oct-17
Share Price as at 22 March 2022	A\$0.115
Issued Shares	650,342,760
Market Capitalisation	~A\$75M
Cash at 31 December 2021	~A\$8.1M
Top 20 Shareholders	61%
Board & Management	~29%
Total shareholders	2,398



Q&A

- Land & expand strategy with Tier 1 customers
- Rapidly growing ARR in all business verticals
- NRR of 120%
- Customers moving to SaaS revenue model
- Selected by Las Vegas and Chicago after global search for tech partner
- Extensive patent vault & future pipeline
- Solving the Impossible

Disclaimer

This presentation (**Presentation**) has been prepared by SenSen Networks Limited (**SenSen**) for a Coffee Microcaps presentation on 2x February 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.



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