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17 June 2019

SenGAME Operations Update

HIGHLIGHTS

- *Gaming Laboratories International independent evaluation of SenGAME 3.0 confirms accuracy of SenSen's gaming solution*
- *Highly successful marketing at Macau's recent Global Gaming Expo generating multiple SenGAME deployment opportunities*
- *New SenGAME features including bet assignment and cash and card recognition showcased at G2E*
- *SenGAME market penetration and growth accelerating*

SenSen Networks Limited (ASX: SNS, "SenSen" or "the Company") is pleased to provide the following update on recent developments in its Retail & Leisure business vertical, with major business development and roll-out activities of the Company's SenGAME gaming solution.

Gaming Laboratories International ("GLI") Evaluation Report

SenSen has received a report from Gaming Laboratories International LLC (www.gaminglabs.com) after the gaming industry leader in testing and certification conducted an evaluation of the SenGAME 3.0 Business Intelligence System, for the purpose of attesting that the system performs as indicated and that there is no impact on the statistical outcome of the game the system is installed upon.

The GLI evaluation was performed at Adelaide Casino, Australia, and concluded: *"The observed accuracy of the system for recognizing and registering casino chips in the defined betting areas of the table was close to 100% accurate. The BI data verified in the Dashboard screens was accurate and reflected the game activity and bets placed at the table."*
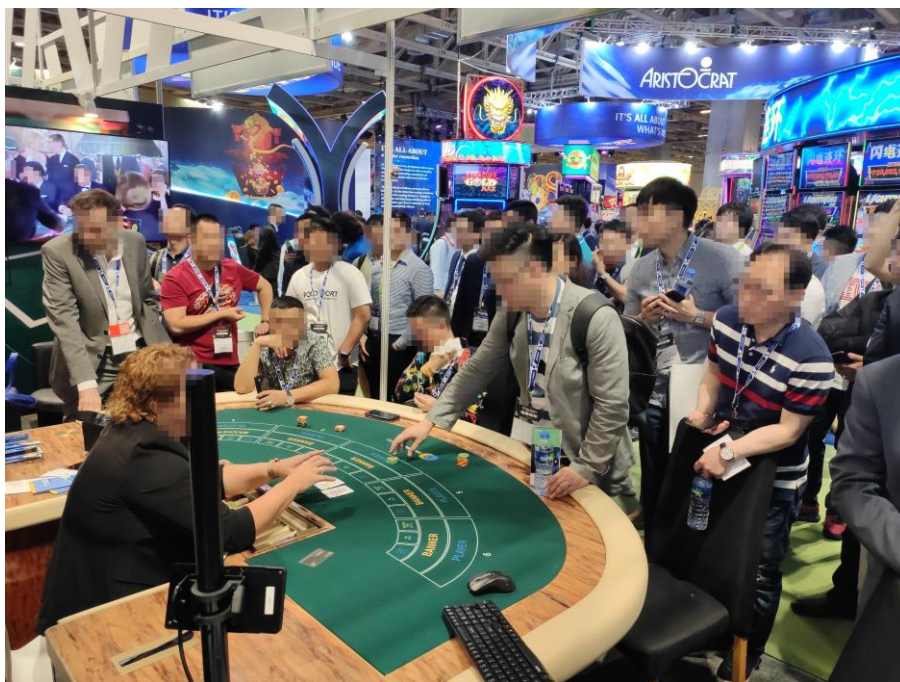
GLI delivers the highest quality land-based, lottery, and iGaming testing and assessment services. GLI's laboratory locations are found on six continents and the company holds US and international accreditations for compliance with ISO/IEC 17025, 17020 and 17065 standards for technical competence in the gaming, wagering and lottery industries. GLI also holds ISTQB certification.

This independent evaluation is a significant milestone for SenSen as the Company moves to rapidly roll out SenGAME in casinos worldwide. A GLI report is highly regarded in the industry and is seen as a requirement for regulatory approval in most jurisdictions, particularly in the US.

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Global Gaming Expo ("G2E"), Macau

In late May, SenSen was an exhibitor at G2E Asia *(www.g2easia.com/)* in Macau, the world's largest B2B gathering of the Asian gaming-entertainment industry, which annually brings together the industry's top buyers and suppliers to network and conduct business.

At this year's Expo, SenSen had a large booth strategically positioned next to major global gaming companies to maximise exposure.

SenSen's cutting-edge automated video and artificial intelligence software solution was again enthusiastically received by Expo delegates, with the SenSen booth extremely busy over the course of the three-day Conference.

In addition to showcasing SenGAME 3.0's standard features including real-time table occupancy, hands dealt per hour, bet types and bet values across the gaming floor, the SenSen Gaming team also demonstrated unique new features of the system currently being tested by SenSen.

These include bet assignment to individual players, as well as cash and playing card recognition using Artificial Intelligence and Machine Learning enhancements to SenGAME. These extra features provide a fully comprehensive solution for casinos to optimise table configuration across the gaming floor, with the ultimate aim of maximising revenue outcomes.

Following the Expo, the SenGAME team have been responding to requests for new Proof of Concept ("POC") trials from potential new customers, as well as existing casino leads seeking more rapid deployments of the SenSen gaming solution.

Commenting on the G2E marketing effort, SenSen CEO Subhash Challa said:

"G2E Asia 2019 further cemented our position as a disruptive force in gaming table optimisation in the casino industry. None of our few competitors can offer a comparable package of recognition software providing highly accurate AI and real-time monitoring of chips, cash, cards and players allowing casinos to maximise their gaming table operations' revenue, and all at the most competitive pricing.

"We are accelerating the pace of installing our SenGAME system in numerous casinos around the world and we expect to more rapidly transfer our POC clients into paying customers with multiple table deployments over the next financial year."
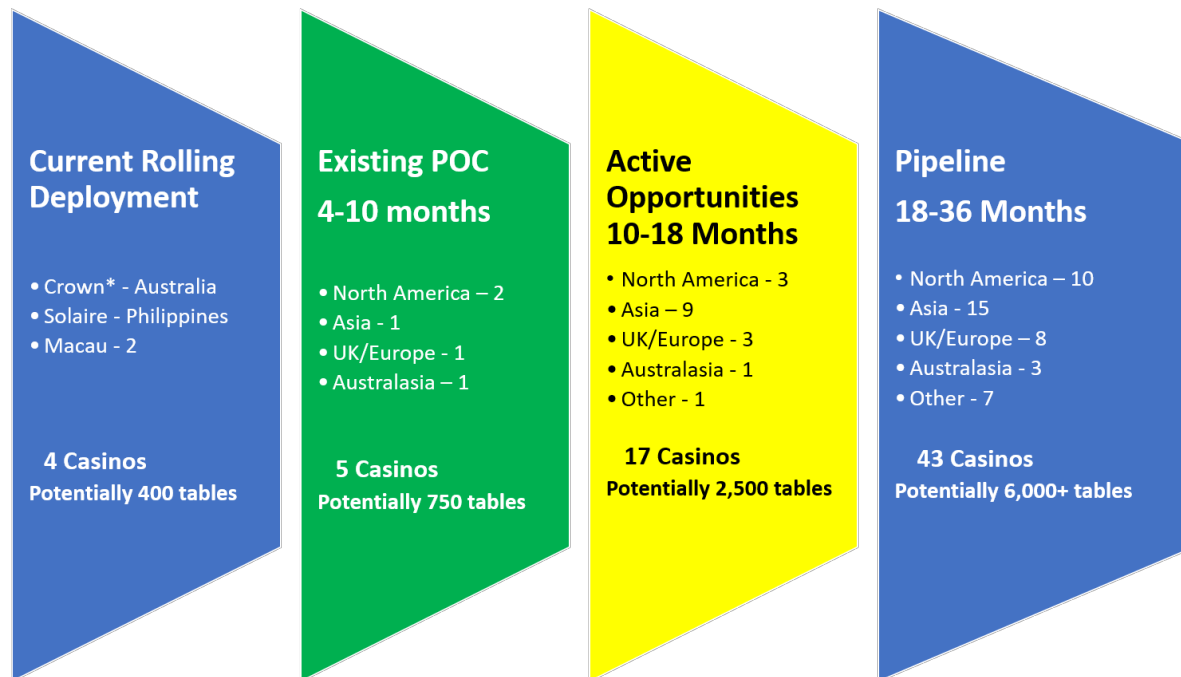
Market Penetration and Growth

As announced in SenSen's Investor Presentation May 2019, there are over 1300 Casinos globally, with more than 50,000 gaming tables between them.

SenSen's objective is for SenGAME to be deployed on over 10,000 tables delivering real-time game and player analytics within the next 3 years, generating monthly high-margin Software as a Service revenue to the Company. This projected SenGAME adoption will be achieved through:

- direct SenSen engagement with casino groups;
- value-added resellers where SenGAME is embedded into reseller technology platforms; and
- distributor arrangements.

While SenSen announced it had over 30 customer opportunities in the pipeline as of early

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May, since G2E this number has already grown to a total 69, split in different categories as per the graphic below - this includes 15 in North America and 25 in Asia.

Current Rolling Deployment

• Crown* - Australia
• Solaire - Philippines
• Macau - 2

4 Casinos
Potentially 400 tables

Existing POC 4-10 months

• North America – 2
• Asia - 1
• UK/Europe - 1
• Australasia – 1

5 Casinos
Potentially 750 tables

Active Opportunities 10-18 Months

• North America - 3
• Asia – 9
• UK/Europe - 3
• Australasia - 1
• Other - 1

17 Casinos
Potentially 2,500 tables

Pipeline 18-36 Months

• North America – 10
• Asia - 15
• UK/Europe – 8
• Australasia - 3
• Other - 7

43 Casinos
Potentially 6,000+ tables

* Currently 190 gaming tables under contract or near-term planned installation, with the Crown arrangement to ultimately feature 400 tables

Communication

Shareholders will be regularly updated with the process and current approximate timeline of converting the global pipeline of direct engagement, re-seller and distributor opportunities into paid deployments of SenGAME. It should be noted that the timeframes for adoption are reducing over time, so faster uptake by end customers is expected over the coming months and years.

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