



MEDIA RELEASE

22 September 2017

SenSen Signs Multi-Year Contract with the City of Calgary, Canada

MELBOURNE, AUSTRALIA: SenSen Networks Limited (“SenSen” or “the Company”) is pleased to announce that it has signed a multi-year contract to monitor parking and traffic in one of Canada’s largest and smartest cities, Calgary.

Following the successful completion of the Proof of Concept (PoC) phase in August 2017, the City of Calgary has now ordered both fixed and mobile Licence Plate Recognition (LPR) systems from SenSen.

Commencing in September 2017, the contract will generate approximately CAD1.3M (~AUD1.3M) for SenSen in FY18, for the systems, software and commissioning, with recurring revenues of approximately CAD290,000 (~AUD290,000) per annum (from FY19 – FY22) for the software licence and maintenance of these systems.

Calgary is working to become a leading smart city in North America and has pioneered the use of advanced parking management and enforcement technologies for equitable and efficient access of parking spaces to its citizens for over a decade. The Calgary Parking Authority is recognized as one of the world's leading parking management solution providers and is the only parking management company with a fully integrated parking system.

To help the City maintain an efficient and equitable parking management system, SenSen’s solutions will enable the city to monitor its streets and parking zones for parking violations. This will be done using a combination of fixed and mobile control systems that are powered by SenSen’s advanced Video-IoT data analytics software and cloud hosted back office software. The result will be a fairer and more efficient parking management system as Calgary undergoes economic expansion and population growth.

“I am pleased that we have partnered with SenSen to help make our dream to modernize Calgary's parking system a reality,” said Shelley Trigg, Acting General Manager of the Calgary Parking Authority.

“With this technology, we will be able to streamline enforcement and improve accuracy. Our ultimate goal is to effectively manage parking in residential and commercial areas of Calgary and SenSen's system is a key tool to help us reach that goal,” she concluded.

Commenting on the award of the contract, SenSen CEO Subhash Challa said, *“I am delighted that Calgary will be our flagship customer in North America as we continue to grow our global footprint. Based on our strong track record of delivery*

throughout Asia-Pacific and Europe, we will ensure Calgary has access to the most advanced and ground-breaking solutions for civic compliance, parking management and enforcement.”

The City of Calgary is the latest addition to a growing list of international governments that have chosen SenSen to provide its world-leading Intelligent Transport Systems (ITS) solutions to meet their unique requirements. SenSen has deployed Smart City-related solutions in Australia, Singapore, India, Norway, Germany, UAE and Canada.

The Company is expected to be listed on the ASX in October, and the capital that is being raised as part of the IPO will be used to aggressively grow SenSen’s international customer and revenue base.

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About SenSen www.sensennetworks.com/about.html

SenSen is focused principally on the development, commercialisation and supply of innovative, data-driven business process enhancement solutions, designed to assist customers in their business operations and significantly improve business efficiency and productivity.

SenSen provides video analytics and artificial intelligence data analytics software solutions to customers in the intelligent transportation systems and gaming sectors located in Australia, Canada, Europe, India, Singapore and UAE.