

# SenSen Networks Ltd

13:02 18 Oct 2019

## SenSen Networks Ltd continues contract win momentum with Geelong council deal

SenSen Networks Ltd (ASX:SNS) has continued its positive momentum with another contract win with the Geelong City Council in Victoria.

Under the three year deal, SenSen will supply automated parking enforcement solutions.

Commencing in December 2019, Geelong council will purchase two SenFORCE mobile parking enforcement units along with associated software and services.

SenSen will earn upfront revenue for the systems, software and commissioning of the unit.

SenSen will also earn annual recurring revenues and fees for the software licence, maintenance and support services under the contract.

### Deal done through distribution partner, Duncan Solutions

SenSen's CEO Subhash Challa said: "We are excited to have Geelong City Council as our first Victorian Council customer to use SenFORCE, which comes soon after SenSen announced its first NSW Council customer, Tweed Heads Shire Council.

"Together with our partner Duncan Solutions, SenSen welcomes such forward-thinking organisations who will quickly benefit from SenSen's technology which provides levels of automation and AI capabilities that license-plate-only systems cannot match. We look forward to announcing further City Councils as customers, both in Australia and internationally."

### SenFORCE unit is attached to patrol car

As an example, a parking officer will drive a vehicle outfitted with the SenFORCE system with all zones and parking rules (time and permit based) preloaded.

It is mounted on roof racks capable being switched from one vehicle to others in less than 10 minutes.

As explained in the video below, the technology used for parking enforcement has many other applications.

### \$3.77 million revenue in FY2019

SenSen generated \$3.77 million in revenue for FY2019 across its two business segments - Smart Cities, and Retail and Leisure.

The company essentially develops and sells products and services that use its smart video analysis technology.

In the Smart Cities segment, which accounts for the majority of revenue, this refers to civic compliance, traffic data and

**Price:** 0.099

**Market Cap:** \$44.61 m

#### 1 Year Share Price Graph



#### Share Information

**Code:** SNS

**Listing:** ASX

**52 week High Low**  
0.135 0.055

**Sector:** Software & services

**Website:** [www.sensennetworks.com](http://www.sensennetworks.com)

#### Company Synopsis:

SenSen Networks Ltd (ASX:SNS) is listed on the Australian Securities Exchange.

action@proactiveinvestors.com.au

law enforcement solutions to city councils, national parks, road authorities and transit agencies.

In the Retail and Leisure segment to refers to delivering accurate actionable insights to casino owners and managers about table occupancy, hands per hour, bet types and bet values across the gaming floor.

From a financial perspective, SenSen recognises revenue predominantly from the sale of hardware, software and services, including implementation, training, and after-sales maintenance and contracts.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 [action@proactiveinvestors.com.au](mailto:action@proactiveinvestors.com.au)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of SenSen Networks Ltd named herein, including the promotion by the Company of SenSen Networks Ltd in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).