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14 February 2019

SenSen Signs SenGAME Value Added Reseller Agreement with eConnect Inc.

HIGHLIGHTS

- *SenSen and eConnect agree terms in a Value-Added Reseller Agreement*
- *SenGAME has been integrated into eConnect's Casino Connect Suite software to analyse player behaviour for improved gaming analytics*
- *Agreement targets eConnect client casino properties operating 70+ table games*
- *First customer trial to commence in Q4 FY2019*

Further to the Distribution Agreement with eConnect Inc, as announced on 10 October 2018, SenSen Networks Limited (ASX: SNS, "SenSen" or "the Company") is now pleased to announce that it has executed a Value-Added Reseller Agreement ('VAR") with eConnect Inc. ("eConnect") to market SenSen's SenGAME software solution to eConnect's customer base.

eConnect (www.econnectglobal.com) has developed technology solutions to deliver a rapid ROI through fraud detection and prevention. eConnect's software also optimizes operations and improves the guest experience. With offices in Las Vegas and Macau, hundreds of large enterprises including casinos, resorts, nightclubs, restaurants, stadiums, and airports utilise eConnect's powerful applications to improve the way businesses operate and generate profits.

SenGAME has been integrated into eConnect's Casino Connect Suite software and is now an embedded solution for eConnect to offer world-leading gaming analytics on its customers' table games worldwide. The eConnect solution is now able to provide next-level ratings data and accuracy for casino operators, while mitigating loss.

eConnect has developed a comprehensive sales strategy targeting North American and Asia Pacific casinos that operate over 70 table games.

In the next quarter, SenSen and eConnect will commence a trial with an existing eConnect customer in the USA, which will analyse table occupancy, hands dealt per hour, bet types and bet values.

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Commenting on the VAR with eConnect, SenSen's CEO Subhash Challa said:

"eConnect is a casino industry leader with its fraud detection and prevention software assisting casinos optimizing their operations around the world. The addition of our real-time SenGAME software to eConnect's Casino Connect Suite solution provides casino operators with market-leading analytics for gaming floor decisions, thereby maximising revenue outcomes".

The VAR outlines a commercial arrangement with end customers paying a combination of up-front systems, software licencing and commissioning and a monthly Software as a Service (SaaS) payment on a per gaming table basis.

On signing the Distribution Agreement, eConnect CEO, Henry Valentino noted:

"*We, at eConnect have always been on the lookout for innovative technology that can aid our customers, we believe SenSen to have the same ethos. Therefore, we are delighted to be working with them, deploying their powerful SenGAME software solution in conjunction with our fraud detection and prevention software. Since G2E Vegas in October last year, where we showcased the solution, we have received excellent feedback from our customers including praise on the system's outstanding accuracy levels, ease of installation and compelling cost structure. We are confident SenSen will immediately add significant ROI for our clients and with this VAR, we look forward to rolling the system out to our customers."*

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About SenSen Networks Limited

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, Singapore, Europe, India, and UAE.

Disclaimer – Forward looking statements

This release may contain forward-looking statements. These statements are based upon management's current expectations, estimates, projections and beliefs in regards to future events in respect to SenSen's business, the industry in which it operates. These forward-looking statements are provided as a general guide and should not be relied upon as an indication or guarantee of future performance. The bases for these statements are subjected to risk and uncertainties that might be out of control of SenSen Networks Limited and may cause actual results to differ from the release. SenSen Networks Limited takes no responsibility to make changes to these statements to reflect change of events or circumstances after the release.