
11 October 2017

Australian Securities Exchange (ASX) Announcement

Sensera signs Smartbow multiyear exclusive supply agreement

Highlights:

- **Sensera signs exclusive Supply Agreement with farm animal health solution provider Smartbow, covering nanoLOC location chips a key component of Sensera's location tracking platform provided by nanotron its wholly owned subsidiary**
- **Nanotron notes potential to exclusively provide Smartbow with anchor hardware and middleware in addition to the chip supply agreement**
- **Agreement marks genuine validation of nanotron's potential and underpins Sensera's aggressive growth plans**

Sensera Limited (ASX: SE1, "Sensera" or "the Company"), the leading designer and manufacturer of end-to-end sensor solutions and services for the rapidly-growing Internet of Things (IoT) market, is pleased to announce that its wholly owned German subsidiary nanotron Technologies GmbH ("nanotron") has entered into an exclusive Supply Agreement with Smartbow GmbH ("SmartBow"), the leading animal positioning and health monitoring company.

The agreement will see nanotron exclusively deliver nanoLOC location chips, an essential component that enables Smartbow's Farm Animal Health solutions through its Eartag LIFE product.

Smartbow is rapidly expanding its global footprint in Farm Animal Health, both directly and through large-scale distribution agreements. The Farm Animal Health solution enabled by nanotron's nanoLOC chips will support this expansion and is the result of several years of close cooperation between the companies. Smartbow has proven that its solutions can bring superior performance for dairy and beef farms and are well suited to other farm species.

Sensera Executive Chairman, Matt Morgan, said:

"This agreement strongly validates Sensera's location awareness technology and shows the long-term potential for our recent acquisition of nanotron. Supplying Smartbow with nanoLOC chips, plus anchor hardware and middleware, will support our annual revenue targets and deliver Sensera a strong financial contribution."

Nanotron Managing Director, Dr Jens N. Albers, said:

"We are extremely proud to be selected as Smartbow's exclusive partner for location chips. This Supply Agreement marks an important milestone in the long-term cooperation between our companies. My team and I look forward to delivering on the promise of our location awareness platform for Sensera and for Smartbow."

Smartbow Managing Director, Wolfgang Auer, said:

"Nanotron's products help Smartbow to enable one of the most competitive solutions for Farm Animal Health currently on the market due to their scalability, long range and worldwide certification. With our technology, based on positioning and activity data, we're creating a completely new standard to give farmers worldwide a powerful solution to meet their needs today and into the future."

Agreement terms

The commercial terms of the agreement remain confidential.

Whilst the commercial terms are fixed until December 2019 they provide for minimum order quantities and the parties will review the commercial terms based on future forecasts at that time.

Further to the nanoLOC chips covered by this agreement, Sensera also notes the potential to exclusively provide Smartbow with anchor devices and middleware.

Expanding industry potential

The long-term potential of this one application of nanotron's technology is significant. Smartbow's Eartag LIFE product addresses a total market estimated at US\$5 billion. A target of 8% of the world's 1.25 billion cattle represents an addressable market of US\$572m in system sales.

Smartbow's Farm Animal Health solution works indoors and outdoors in environments with close proximity, scaling from herds of 10 animals to very large installations with up to 100,000 animals. For each system, Sensera supplies nanotron chips, anchors and middleware.

Whilst this supply agreement and ongoing supply into the mine safety and productivity sectors remain a near-term priority for the Company, Sensera is pleased to announce that nanotron's location awareness technology has completed successful pilot trials in the transport, healthcare and safety industries.

Developing enhanced software capabilities as part of the nanotron product offering remains a key focus for Sensera in the year ahead as it secures its position in the IoT value chain to deliver unique data-driven insights to customers.

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About Sensera Limited (ASX: SE1):

Sensera is rapidly growing a sensor-based location and situation awareness organisation that provides end-to-end sensor solutions and services in the rapidly growing world of the Internet of Things (IoT). Sensera manufactures a family of proprietary microsensors and sensor systems that serve the Medtech, Industrial, Animal Wellness and Mine Safety and Productivity markets. The Company's Nanotron division provides hardware that enables sophisticated location and wellness tracking for farm animals (a US\$5 billion market) and mine safety and collision avoidance (a \$3 billion market), where its wireless tracking solution enable a series of services to clients worldwide.

Shares in Sensera Limited (ASX: SE1) are traded on the Australian Securities Exchange (ASX). For more information, please visit our website: www.sensera.com. Any forward-looking statements in this announcement are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, its directors and management.

About nanotron:

nanotron is a leading provider of electronic location-awareness components based in Berlin, Germany. nanotron specialises in the design, development and sale of chips, modules and software that enable precise real-time positioning and concurrent wireless communication.

nanotron brings established core markets servicing large blue-chip end-users in the mining and agricultural sectors, a proven product portfolio with volume production and deployment established, and a global distribution network that can fulfil current and new market verticals. For more information, visit www.nanotron.com.

About Smartbow:

Smartbow is an Austrian agtech company empowering farmers to manage animals in a targeted fashion. Through its successful development and launch of Eartag LIFE, Smartbow offers a smart and effective solution for real time cow localisation, reliable heat detection and non-stop animal behaviour monitoring around the clock.

With Eartag LIFE, dairy farmers have an effective means to reduce operating costs, to optimise the health of their livestock and to simplify breeding procedures. For more information, visit www.smartbow.at.
