
3 November 2017

Australian Securities Exchange (ASX) Announcement

Sensera Appoints Ralph Schmitt as Chief Executive Officer

Highlights:

- **Sensera secures NASDAQ-experienced semiconductor industry veteran Ralph Schmitt as Chief Executive Officer**
- **A consistent driver of revenue growth, financial performance and shareholder value at Toshiba, Cypress Semiconductor, Sipex and PLX Technology**
- **Conference call on Thursday 9 November to introduce investors to Mr Schmitt, with dial-in details to follow in separate announcement**

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 Board of Directors has appointed Mr Ralph Schmitt as Chief Executive Officer effective 6 November 2017.

Ralph most recently was an Executive of Toshiba America Electronic Components, Inc. (TAEC), where he led the development of cognitive computing software and systems to leverage the Toshiba product portfolio which includes semiconductors and storage for industrial, telecommunications, healthcare, multimedia and transportation market applications.

Prior to his appointment at Toshiba, Ralph built an extensive executive career including EVP of Sales, Marketing and Business Development at Cypress Semiconductor (NASDAQ: CY), where he oversaw the acquisition of multiple companies and managed the company's revenue growth to over US\$1.4 billion.

After his time at Cypress, Ralph developed a record of accomplishment as a turnaround specialist and held multiple public company CEO roles. These roles included:

- The turnaround, relisting and sale of Sipex Corporation (NASDAQ: SIPX) and became CEO of its acquirer Exar Corporation (NYSE: EXAR).
- After Sipex, Ralph was CEO of PLX Technology (NASDAQ: PLXT), which became the global leader of PCI Express connectivity solutions, where he led the company's sale to Broadcom.
- CEO of NASDAQ-listed OCZ Technology, a supplier of high performance SSD (Solid State Drive) products where he led the transition out of bankruptcy and ultimately sale to Toshiba.

In addition to his executive experience, Ralph has held multiple venture capital advisory and board roles in the hardware and software sectors over the past two decades. Ralph holds a BS in Electrical Engineering from Rutgers University and is fluent in German.

Incoming Sensera Chief Executive Officer, Ralph Schmitt, said:

"I am excited to begin working with the talented team at Sensera to help drive market uptake of its innovative IoT-enabled solutions. I have a deep appreciation for the intellectual property Sensera has developed from the device microelectronic level, to market-ready hardware and system software.

"This unique combination of capabilities empowers us to bring some exciting solutions to multiple high-growth markets. I look forward to working with Sensera to refine the Company's strategy and execute to drive long-term shareholder value."

Sensera Chairman, Matt Morgan, said:

"We are pleased to have secured an experienced public company CEO of Ralph's calibre. Throughout Ralph's career, he has gained valuable experience in a variety of organisations from start up to multinational corporations which have addressed similar challenges to Sensera.

"Ralph has consistently delivered shareholder rewards in both rapidly growing organisations commercialising novel technologies and also challenging turnaround situations. He has consistently built high performing teams, driven rapid revenue growth and enhanced financial performance.

"Ralph brings a formidable track record of creating value for shareholders in companies that operate in markets where hardware and software interface, and we look forward to him leading the next phase of Sensera's growth".

Ralph formally commences with Sensera on 6 November, and while he is currently based in San Francisco, he will relocate by the end of 2017 to Boston where Sensera's US operations are located in Woburn, Massachusetts.

Ralph's appointment marks the start of changes to Sensera's organisational structure, including the transition of the Executive Chairman's role to that of a Non-Executive Chairman effective 1 December 2017 at which time Ralph will be elected to the Board as Managing Director. Further details of these organisational changes will be provided in the AGM presentation.

Ralph has entered into an executive employment contract with Sensera and the terms of his engagement are as follows:

- Base salary of US\$300,000 per annum
- 3,000,000 options that vest 25% per annum annually from 6 November 2017
 - The options are exercisable over a 5-year term at \$0.35 per share
- Annual bonus pool of up to 100% of the base salary against agreed key performance indicators (KPIs)
 - KPI's are to be agreed annually in advance of each financial year and will include total shareholder return, financial and operational outcomes
- The remuneration package includes the following milestone-based share payments whereby the milestone must be achieved by the end of FY2021:
 - 1,000,000 shares payable on achieving US\$1m EBITDA
 - 1,000,000 shares payable on achieving US\$2m EBITDA
 - 1,000,000 shares payable on achieving US\$50m in annual sales
- The notice period is 6 months
- The Company will pay standard US healthcare benefits

Sensera will host a conference call to introduce investors to Ralph on **Thursday 9 November**, with dial-in details to follow in a separate announcement.

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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.
