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**6 July 2018****Australian Securities Exchange (ASX) Announcement**

## **Sensera Bolsters Go-to-Market Leadership Team**

Sensera Limited (ASX: SE1, "Sensera" or "the Company"), an Internet of Things (IoT) solution provider that delivers sensor-based products transforming real-time data into meaningful information, action and value, is pleased to announce the appointment of two senior level sales leaders to the Company's Go-to-Market team. This is a key milestone in the Company's development as it scales up in multibillion-dollar underpenetrated markets and applications.

Sensera has appointed Mr. Brad Sherrard as Executive Vice President of Sales effective from July 1, 2018. Mr. Sherrard brings meaningful experience building companies of scale in similar markets to Sensera. Most recently as Senior Vice President of Sales at u-blox America, Inc., a fabless manufacturer of wireless and positioning semiconductors and modules, Mr. Sherrard's team drove 13 years of impressive growth in revenue from a few million to well over \$100 million.

Mr Sherrard said:

*"I am excited to join the dynamic team at Sensera. The Company's technologies clearly differentiate it from other sensor-based solutions. My direct experience in wireless location-based IoT solutions will help the Sensera team deliver even better results through deeper market penetration."*

Sensera is also pleased to announce that it has appointed Mr Peter Liss as Director of Sales for the Company's Location Aware business (nanotron), effective from July 1, 2018.

Mr Liss brings extensive experience in the IoT industry, most recently managing his own IoT consultancy firm. He was previously responsible for account sales in Europe at IoT software company PTC Inc/ThingWorx, and spent 10 years at the Vodafone Group in a variety of market facing capacities. Mr Liss' software, IoT and communications experience fits the Company's focus on expansion and Go-to-Market strategy.

Mr Liss said:

*"I have been involved in IoT solutions for almost a decade. I have seen that wireless communications are a critical component to sensor-based solutions gaining market acceptance, but the software platform is also essential in providing meaningful business analytics and results. I look forward to working with the team at Sensera as we further progress the business model to deliver a consistent, profitable revenue stream."*

Sensera CEO, Ralph Schmitt, commented:

*"Attracting and appointing these two seasoned sales leaders is a critical step as Sensera develops beyond a hardware component sales centric company to one that provides entire systems and software solutions. We welcome Mr Liss and Mr Sherrard's contributions to the Company as we grow our business and move towards a Sensors-as-a-Service sales model."*

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**About Sensera Limited (ASX: SE1):**

Sensera is an Internet of Things (IoT) solution provider that delivers sensor-based products transforming real-time data into meaningful information, action and value. The company designs and manufactures hardware and software across the vertical technology spectrum from unique structures as MicroElectroMechanical Systems (MEMS) and sensors, as well as wireless networked systems and software that when combined, drive an entire IoT platform solution.

Shares in Sensera Limited (ASX: SE1) are traded on the Australian Securities Exchange (ASX). For more information, please visit our website: [www.sensera.com](http://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.