

**13 January 2020**

## **CEO Communication to Customers, Partners and Colleagues**

Attached is a communication from Hansen's Global CEO, Andrew Hansen, to global customers, partners and colleagues.

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### **About Hansen**

Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen serves 550+ customers in over 80 countries, helping them to create, sell, and deliver new products and services, manage and analyse customer data, and control critical revenue management and customer support processes.

For more information visit Hansen at [www.hansencx.com](http://www.hansencx.com)



# A HAPPY NEW YEAR AND THANK YOU

To begin, I'd like to welcome you back from, what I hope was, an enjoyable and relaxing holiday with your family and friends, and to thank you for your ongoing loyalty and continued business in what turned out to be quite an eventful 2019.

## **An Incredible Six Decades of Hansen!**

Looking back, it seems almost inconceivable that we are now entering our sixth decade of operations and third decade as a public company. Founded back in 1971 as a small family operation offering remote data storage within Australia, we have grown to be a vast global company, offering software and services to the Utilities and Communications industries. In the process, we have helped many industry leaders within these sectors innovate quickly by creating and selling new products and services, while managing the critical revenue management and customer support processes that ultimately support millions of end-users globally. It's been an incredible journey for me and for our many employees, customers and investors around the world.

Here are just a few of the milestones that we achieved as we wrapped up the year:

- Over 1,500+ experts deployed globally to serve our customers
- 36 offices spanning the globe
- 600+ customers in over 90 countries
- Entering our sixth decade of operation

- A five-year compound annual revenue growth rate of 21 percent

With your confidence in Hansen Technologies, we have been able to continuously grow our company and create even greater strengths and expertise. On any given day, we have experts supporting customers in countries as diverse as Indonesia, India, Norway, Denmark, Australia, Brazil, Canada, the UK and the United States, to name a few. As we like to say, we are a company that is small enough to care and large enough to deliver. In this incredibly competitive technology space, Hansen's expertise coupled with its personal approach to customer service will continue to deliver great outcomes for our customers and stakeholders.



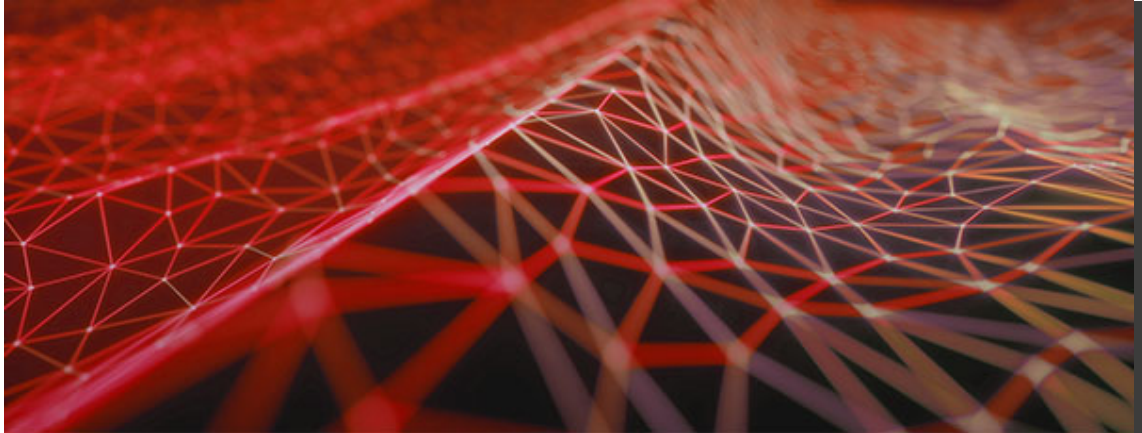
## **Welcome Sigma Systems...**

As you may be aware, 2019 was another eventful year of adding valuable assets to the Hansen suite of market offerings. Following close on the heels of our Enoro acquisition in late 2017, we acquired Sigma Systems in May of 2019, a software company providing expertise in creating, selling and delivering digital products and services to the communications industry. With the emergence of digital products in the utilities sector, we believe there is an emerging opportunity to expand the value of Sigma Systems and provide our utility customers with enhanced capabilities to sell new energy-related services, bundle services more effectively and meet the evolving demands of today's utilities customers.

With that said, as we finished off the year, we created our first new and exciting opportunity to take Sigma's assets and provide enhanced capabilities to one of our major utility customers. As the utility industry continues to be challenged by the evolving need to address decarbonization, deregulation, distributed energy resources and digitalization of their businesses, our Sigma software assets provide complementary capabilities and effective gateways to help address those challenges. And the interest doesn't stop there. We have several other global utility

customers evaluating the benefits of these newly acquired capabilities and how they can help enable a more digital and dynamic approach to their business.

As we hit the ground running early in 2020, we will continue our steady assimilation of Sigma Systems into the Hansen Technologies family.



## Our Global Growth

Our growth has been largely fueled by a very successful acquisition strategy, targeting assets that can impact our customers' business in profound and meaningful ways. With over ten acquisitions in as many years, this type of pace is not for the faint-hearted, but I can say with great confidence that together, with our commitment and dedication, Hansen Technologies has always risen to the challenge and provided valuable assets for our customers to leverage. This growth has provided Hansen with a strong portfolio of products and a global diversification focused on the future.



## Welcome Oslo and Wales

In many other ways, we continue to grow, shift and augment our company for the reality of today's business. With that, I welcome our newest office openings in Oslo and Wales. Additionally, our ongoing investment in expanding our development resources to meet market demands has resulted in our recently opened Vietnam center growing to a family of over 100 technical experts. With these new additions, we continue to expand our global presence (36 offices globally) and service our customers in the best and most convenient way possible.



## Two Industries, Two Divisions

As the saying goes, change is the only constant in life.

Our success moving forward will largely be predicated upon our ability to effectively service the two core industry verticals that we serve: Communications and Utilities. In response to that, we continue to change and evolve our organizational structure to best serve our customers and the challenges they face in growing their business and competing in the markets they serve.

As a progressive move in that direction, we have initiated a new organizational structure centered around delivering a high degree of focus around these two industries. Long-serving Hansen executive Niv Fernando, who previously held the position of Chief Strategy and Commercial Officer, will move into the divisional CEO position leading our utilities business. Similarly, long serving Sigma Systems executive Simon Muderack, who previously held the position of Executive Vice-President and Chief Commercial Officer at Sigma, will now become the divisional CEO leading the Hansen communications business.

With these new changes, we will provide the highest level of industry focus and

customer attention within these evolving and dynamic industries.



## The Last Word

Lastly, I would like to personally thank our 600 valued customers for their ongoing business and confidence in Hansen Technologies, our employees for their outstanding commitment and professionalism and to our investors for their continuing support of our strategy and ongoing investment. Your choice to partner with us is a choice we take seriously, and we value every one of you.

The software we provide is at the heart of each customer's business. It lives within complex environments with a high degree of interaction and integration required. It isn't always easy, but I guarantee you will not find another company with a deeper resolve to ensure the successful deployment and effective use of our software.

With 2019 behind us, I wish you all the best for 2020 and a successful and prosperous year... together.

Andrew Hansen,  
Global Chief Executive Officer



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