



*The World's First **Omnidata Intelligence** Company*

We exist to help physical venues use data to better understand visitor behavior.

Internal use only



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## Company Overview



# Company Overview

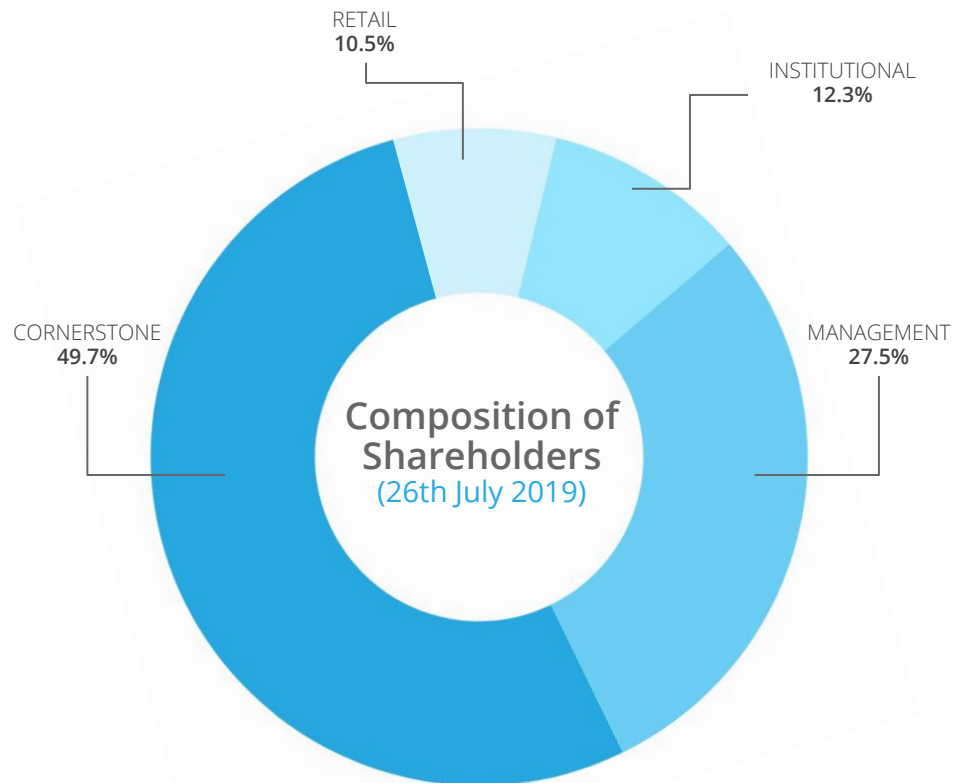
## KEY MARKET STATISTICS

ASX code	SKF
Share price (26th July 2019)	A\$0.175
Market capitalisation (26th July 2019)	<b>\$55.6 million</b>
Total shares outstanding	318 million
Cash balance 30th June 2019*	<b>\$1.33 million</b>

## KEY SHAREHOLDINGS

	Shares Held (Rounded)
Jagafii	33,260,006
Thorney Technologies	26,135,555
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jan Cameron	18,053,011

\* Cash at bank of \$1.33m at end of Q4 FY2019 (30 June 2019), up from \$1.2m at the end of the previous quarter (31 March 2019).



- Tightly held – Top 20 shareholders hold ~68%

## Executive Team



**Wayne Arthur**  
Chief Executive Officer



**John Rankin**  
Chief Operating Officer



**Michael Walker**  
Chief Information Officer



**Koreen White**  
Finance Director



**Jason Martin**  
Chief Product Officer



**Ian Robinson**  
Sales Director

## Non-Executive Directors



**Andrew Johnson**  
Chairman & Non-Executive  
Director



**Jon Adgemis**  
Non-Executive Director



**Lincoln Brown**  
Non-Executive Director



**Sue O'Malley**  
Non-Executive Director

## About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

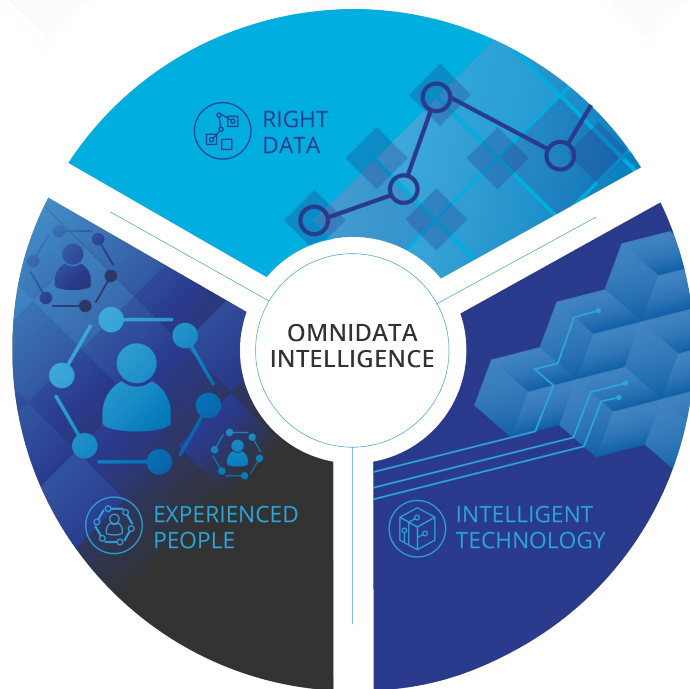
Skyfii is a global technology company that transforms the way organisations collect, analyse and extract value from data.

We process billions of data points monthly, captured in the physical & digital world to help businesses better understand and improve the experiences of millions of customers every day.

- Offices in 8 countries
- 54 staff globally
- Portfolio of 8,000+ venues across 30 countries

## Omnicdata Intelligence

The practice of analysing multiple data sets to create a complete understanding of experiences across the physical and digital world.



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# HOW SKYFII WORKS

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# RIGHT DATA

SKYFII INTEGRATIONS





# Data Sources

Skyfii IO supports data collection from a growing number of sources. It gives venues the ability to build a holistic view of the visitor experience and the factors that influence it. The scope, scale and integrity of our data allows our customers to maximize their client engagement and satisfaction



Advertising Networks



Survey Responses



ERP



Mobile



CRM and Marketing



Wi-Fi



Social



POS



Web



Infrared



Cameras



Beacons



Weather



People Counters



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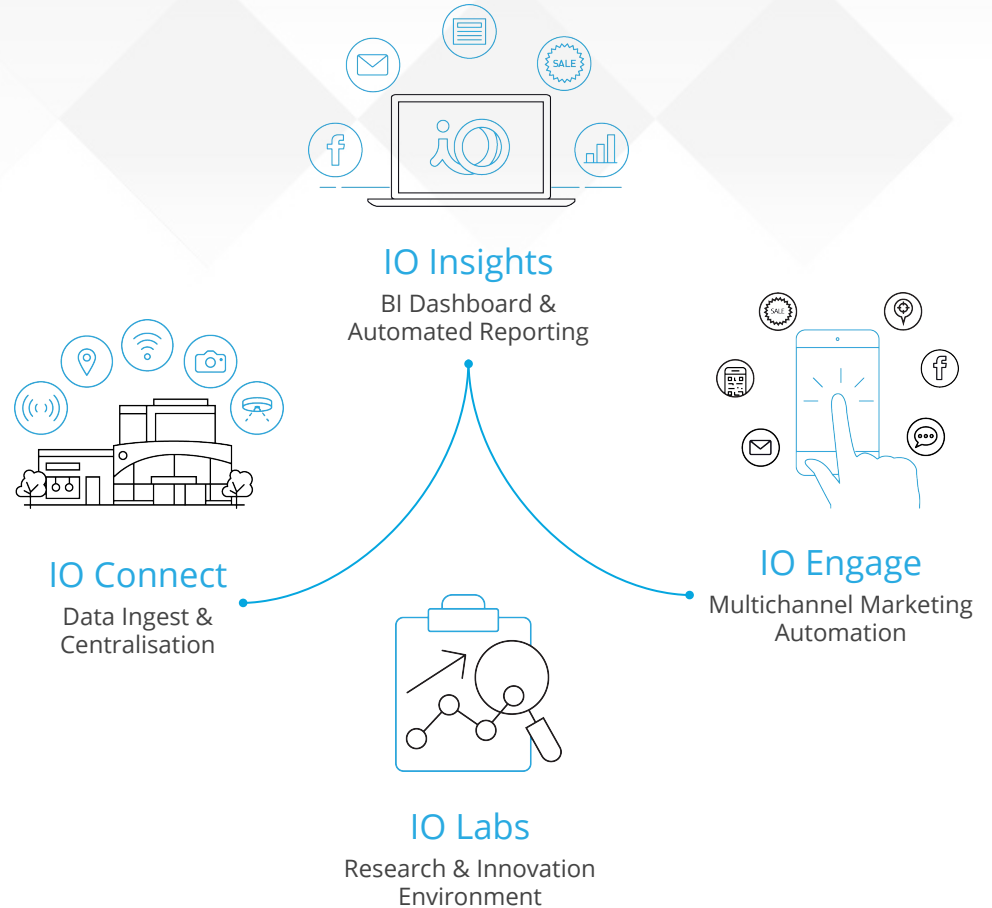


# INTELLIGENT TECHNOLOGY

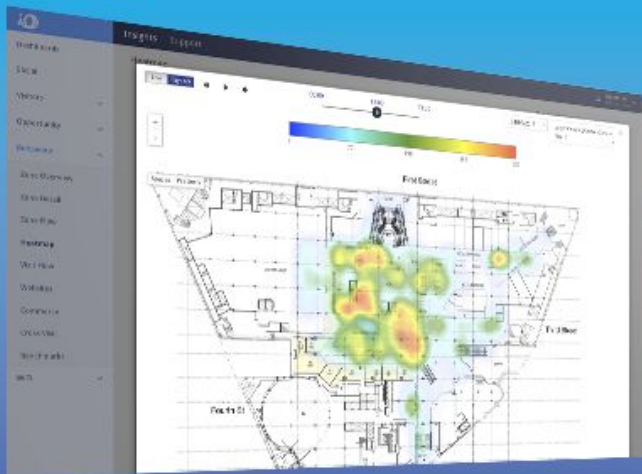
## SKYFII IO

# Intelligent Technology

- **IO Connect** automates the collection, storage and processing of data from a wide variety of sources including: CRM, Survey, WiFi, Camera, BLE / Mobile Apps, Weather, POS / Sales, ERP / Accounting and Finance.
- **IO Insights** automates reporting of data collection in real time including: social, visitor, behavior, opportunity and WiFi.
- **IO Engage** provides marketing tools to deliver & automate content across a number of channels including: Email, SMS, Mobile Push, WiFi Captive Portal and OOH Digital Screens.
- **IO Labs** is a research and innovation environment where Skyfii's data science & strategy teams build the products of tomorrow and support custom client needs.



Skyfii IO is a suite of cloud-based software products that help you use your data to streamline operations, improve the visitor experience, and drive marketing outcomes.



# SKYFII IO IS A MODULAR PLATFORM THAT CAN BE ADAPTED TO EACH VENUE'S NEEDS



## GUEST WIFI

Scale and customize the guest Wi-Fi user experience across multiple locations.



## PEOPLE COUNTERS

Get high-fidelity traffic data and measure detailed interactions within your venue.



## IO CONNECT

Consolidate data from WiFi, people counters, and other sources in a single view.



## IO INSIGHT

Analyze data about visitor behavior and venue performance.



## IO ENGAGE

Automatically communicate with visitors via email, WiFi, SMS, and push notifications.

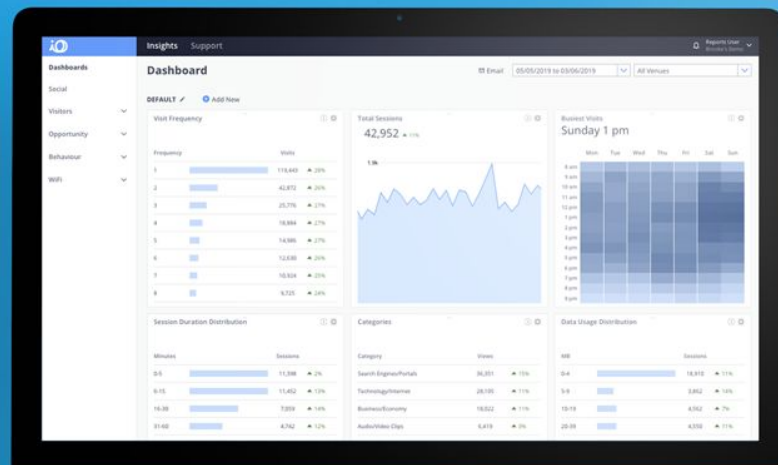


## IO LABS

A development environment that provides advanced insights for customer-specific needs.

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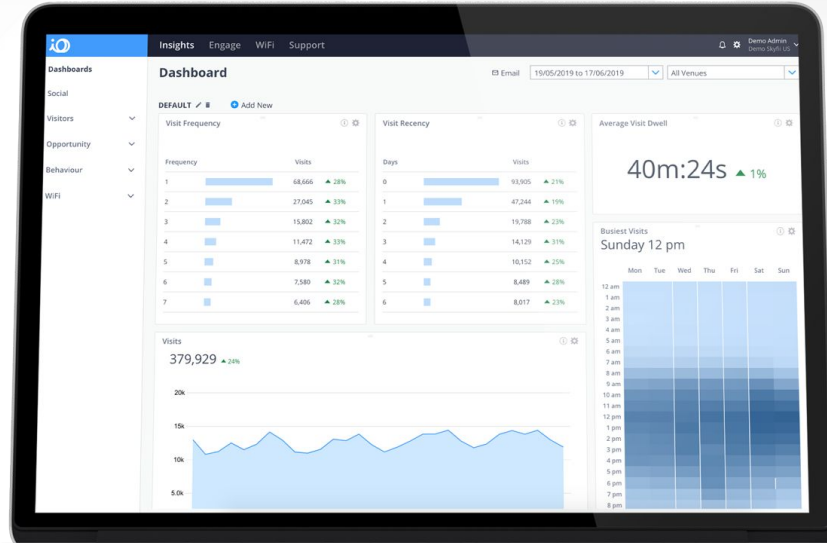
Businesses typically use Skyfii IO in three phases...





## Establish Baseline Metrics for Visitor Behavior

Most venues start by using Skyfii to get more value from the technology infrastructure they already have.



# 2

## Add Context With Additional Data Sources

Skyfii IO can incorporate data from multiple aspects of your business.

By selecting the right data sources, Skyfii can add more context to the data you're already collecting.



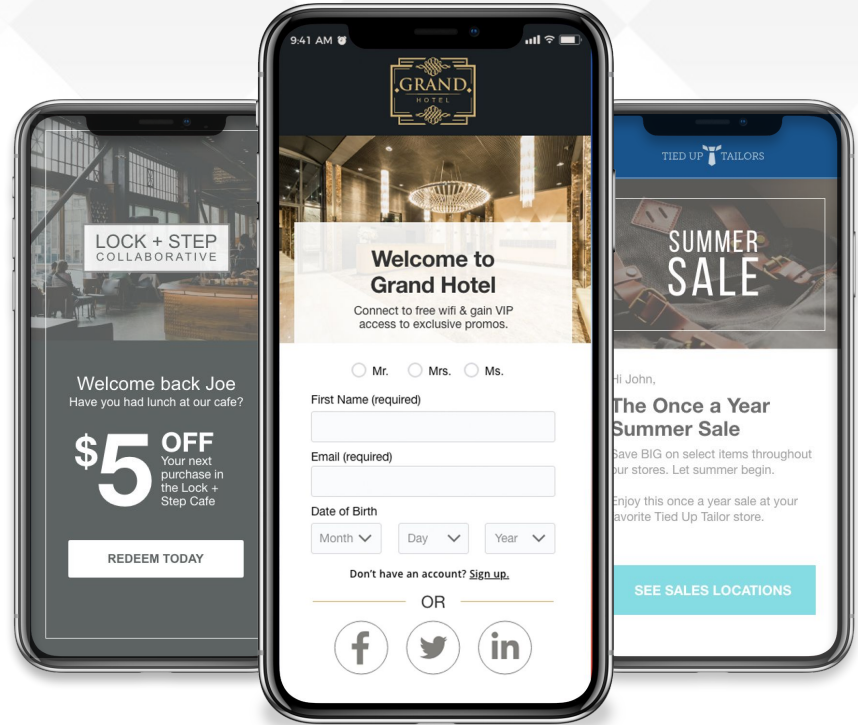


# 3

## Engage Visitors To Obtain Deeper Insights

Obtain email, phone, name, zip code, survey responses and other visitor-provided data

Send and measure responses to email campaigns, SMS messages, in-app notifications, and mobile content.

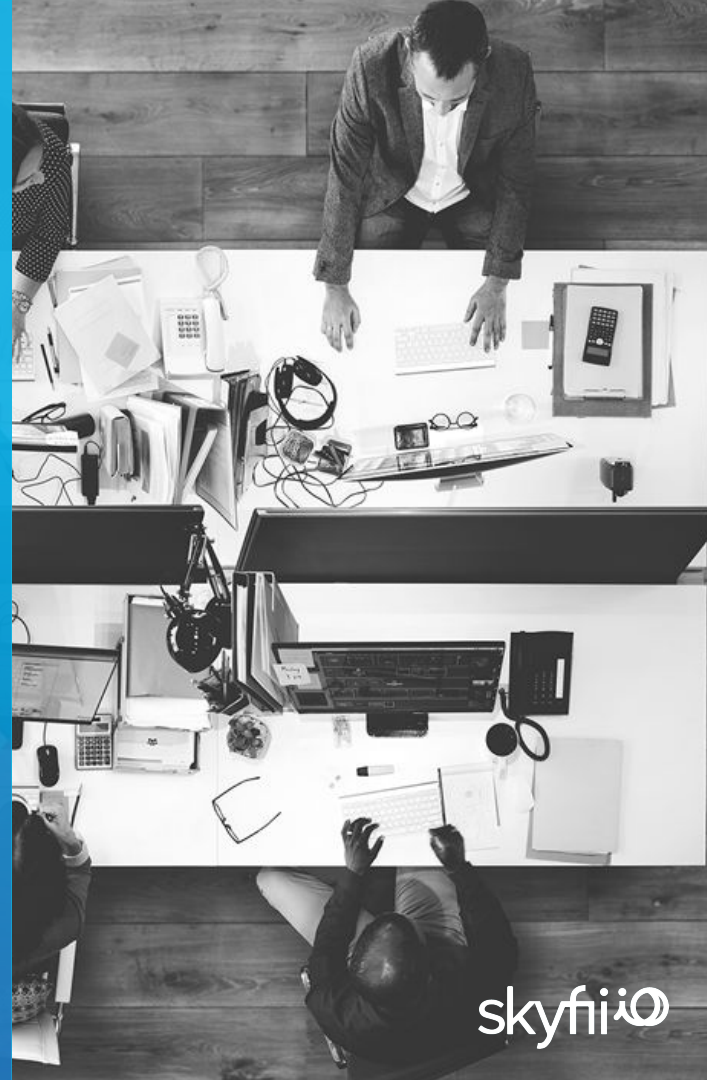


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# EXPERIENCED PEOPLE

## SKYFII IO SERVICES



skyfii 

Skyfii's expert data scientists, strategists, and marketers develop customized solutions designed around your venue's unique needs.



### **CUSTOM RESEARCH**

When you have critical business questions that can't be addressed with software alone, our data scientists can help.



### **DATA STRATEGY CONSULTING**

Skyfii's digital experts can help you create a digital transformation plan that will turn your venues into rich sources of insights.



### **ENGINEERING**

Our engineering team can automate and integrate our IO platform software to match your exact needs.



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## Operating Highlights

# Q4 Operating Highlights

Significant new contract wins in Australia, including:



Fortius Fund Management (Retail Property)  
- 3 year Master Services Agreement for 'IO Connect' and 'IO Insight'



Sydney Cricket Ground (Stadium) - 5 year  
contract for 'IO Connect' and 'IO Insight'

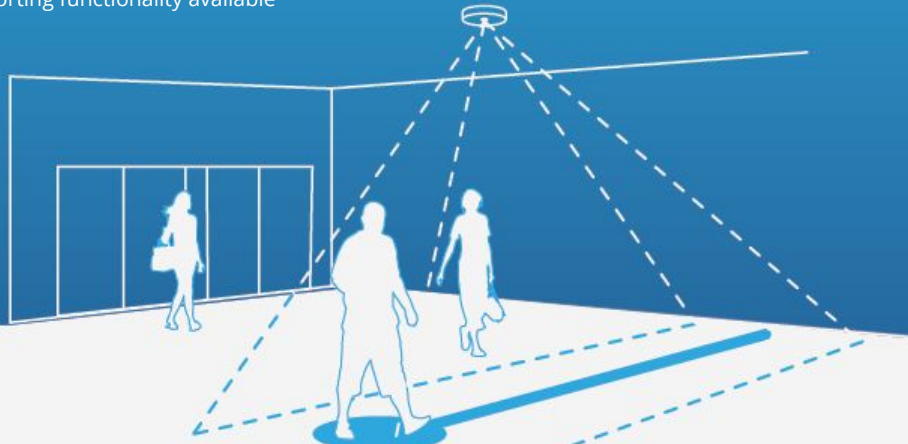


# Skyfii Completes Acquisition of Beonic

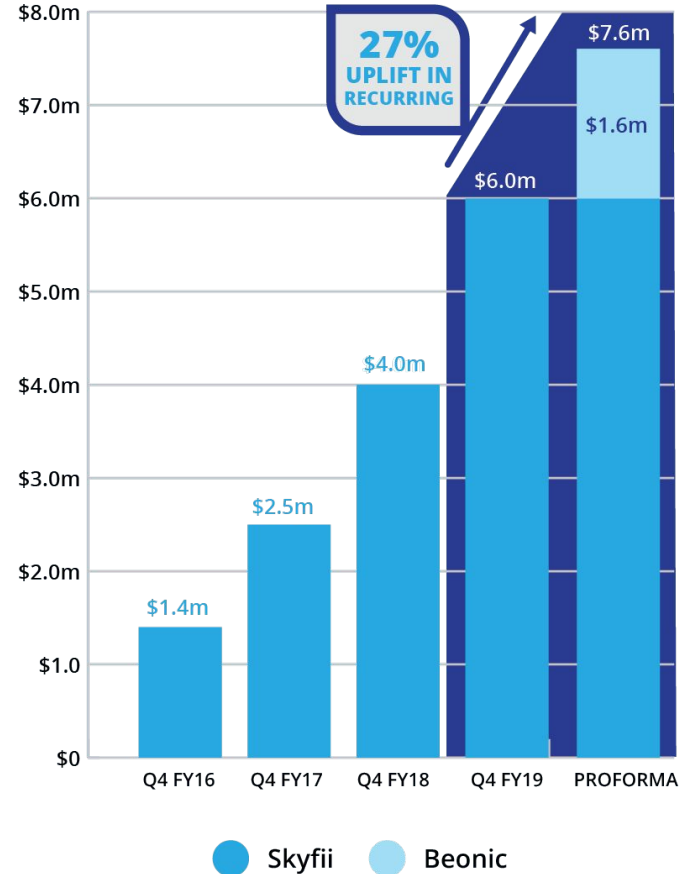


## Strategic Rationale

- **Portfolio of blue chip customers:** Further extends our customer base into retail, municipality and retail property in the Australian, New Zealand and Asian markets
- **Technology/data diversification:** increases the number of represented data sources available in the platform
- **Extends current capability:** Skyfii already has 3,000 people counters deployed, reporting functionality available
- **Hard synergies** identified including increase in recurring revenue, EBITDA improvement, engineering and technical support efficiencies
- **Attractive valuation multiple** compared to current SKF trading—acquisition multiple of ~1.05x recurring revenues



## PROFORMA ANNUALISED RECURRING REVENUES (ARR)



# Enterprise Client Snapshot



# Financial Highlights







Types of revenues generated by the Skyfii business model



### RECURRING REVENUES

are generated from ongoing subscription fees for access to Skyfii's SaaS 'IO' platform.



### SERVICES REVENUES

are generated from the payment of projects undertaken by both Data Consultancy Services (DCS) and Marketing Services (MS) divisions, including revenues generated from customers of the Causely (US) business. Revenues generated from Services are received as either monthly, recurring or fixed fee projects.



### NON-RECURRING REVENUES

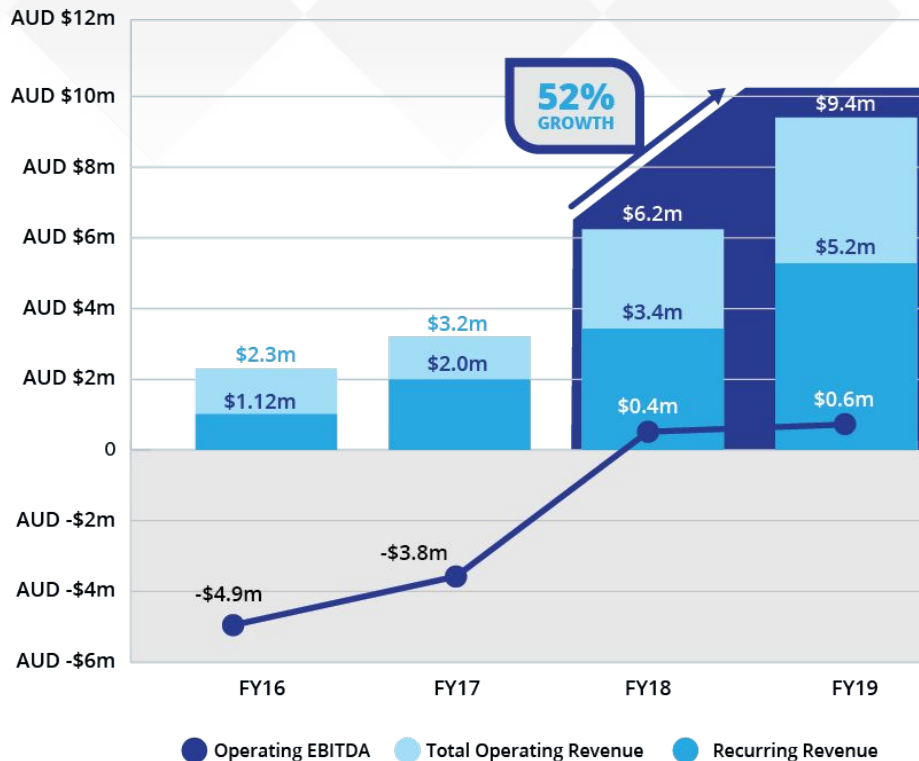
are generated from the deployment of hardware and infrastructure, implementations and upfront setup fees, which underpin recurring revenues, including installation of Wireless Access Points, 2D and 3D cameras and People Counting technology.

# Financial Highlights

## FY19 HIGHLIGHTS

- Total operating revenue of \$9.4m, up 52% on prior year
- Recurring revenue of \$5.2m, up 50% on prior year
- The Company maintained a cash position of \$1.33m, up from \$1.2 at the end of the previous quarter (31 March 2019)
- The Company announced on the 14 May 2019 a \$2m loan facility of which \$1.5m remains undrawn

## FY19 REVENUE & EBITDA RESULTS



## Q4 Total Operating Revenue

- Total Operating Revenues at **A\$2.45m for Q4 FY2019**, up **9%** from the prior quarter
- Services revenues at **A\$0.7m**, up **10%** from the prior quarter

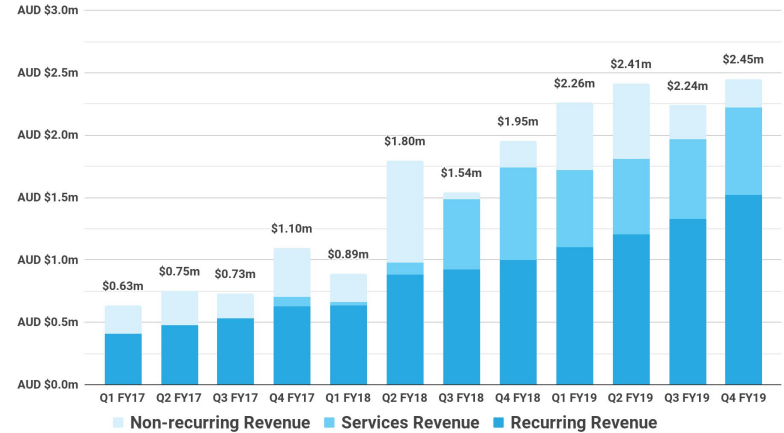


## Q4 Quarterly Recurring Revenue

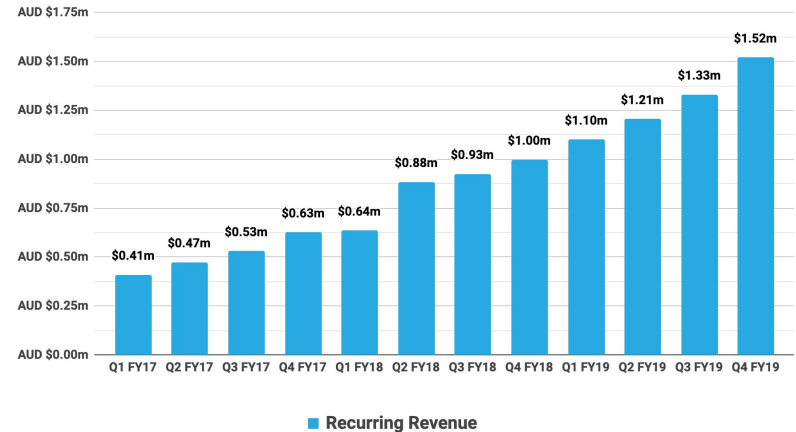
- Recurring Revenues of **A\$1.52m for Q4 FY2019**, an increase of **14%** quarter on quarter
- Recurring Revenues are typically contracted on 3-5 year contract terms



TOTAL OPERATING REVENUE - BY QUARTER



QUARTERLY RECURRING REVENUE



FY2020 Outlook





## Outlook

### KEY FOCUS AREAS OF FOCUS FOR FY2020

- Conversion of key contracts within our International markets
- Deliver strong topline and recurring revenue growth across all regions
- Maintain focus on cash management and maintaining a positive EBITDA position
- Integrate the Beonic (people counting) business and expand offering into the UK, USA and Brazil
- Increase the number of datasets represented in the IO platform
- Further build out our partnership with global ecosystem partners

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# skyfii



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