



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

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

SKF: ASX

mal use only

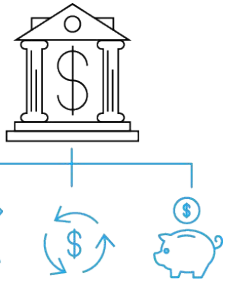
Data Intelligence Platform built for Physical Venues

IO 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.



Internal use only

Business Snapshot



Types of Revenues

1. Multi-year SaaS subscriptions
2. Data & Marketing Services
3. Non-recurring



Types of data points

>25 different capture points that analyse billions of data points monthly



Verticals

10 key verticals
Focus on Enterprise

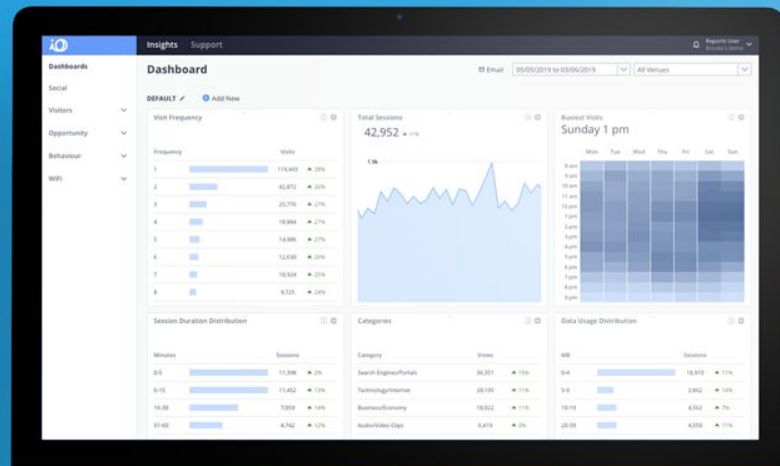


Customers

900+ customers
10,000+ venues

Personal use only

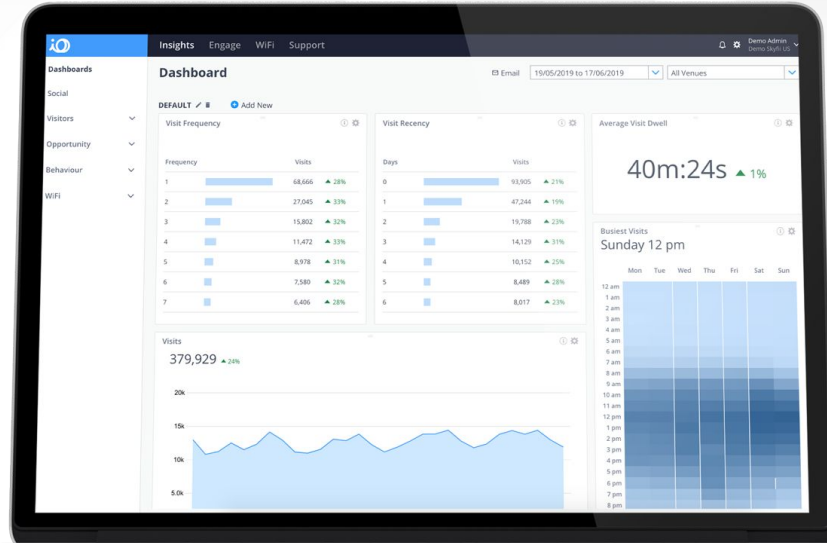
Businesses typically use Skyfii IO in three phases...





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.

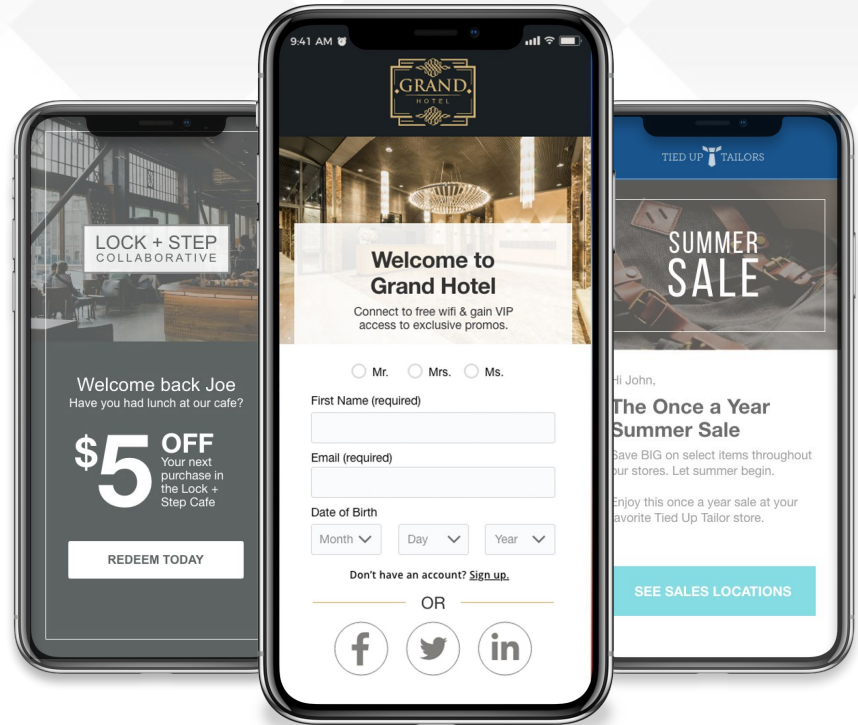


3

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.



Case Studies



Stadium

Real-time in-event feedback

Challenge

- Profile customer
- Address poor visitor satisfaction while event is live
- Enhance visitor experience

Technology

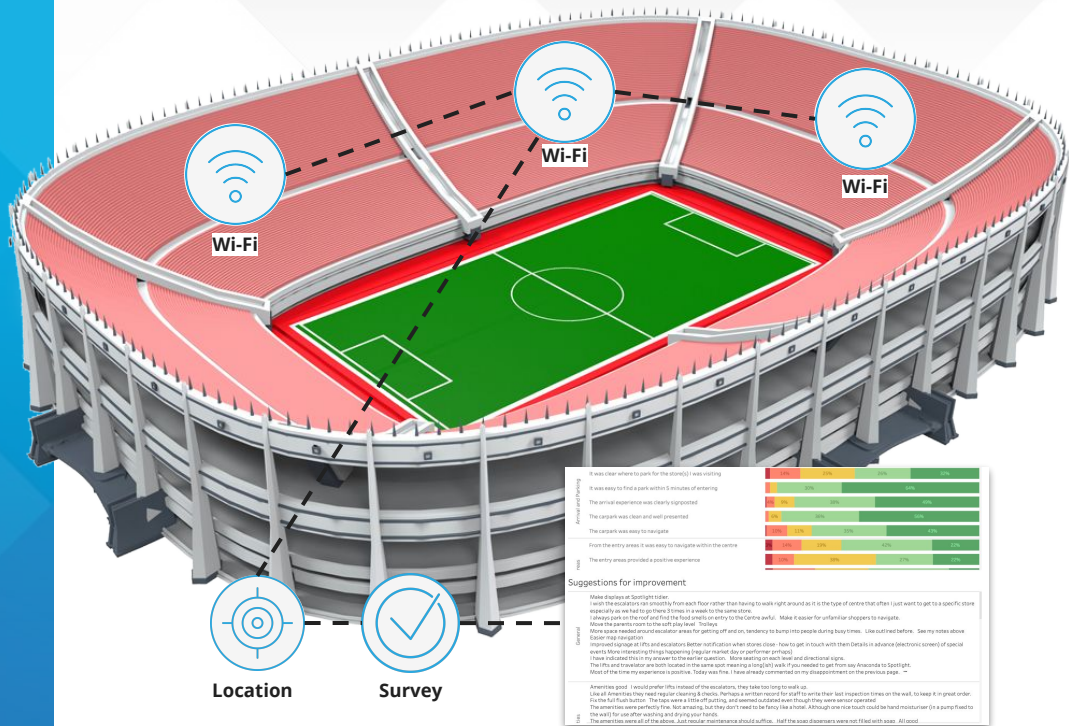
- Wi-Fi, Surveys, BI Platform

Team

- Design of satisfaction survey that includes “tell us now” link
- Survey data enriched with respondent location
- Data fed in real-time to venue ops

Outcome

- Rich profile of fans, large customer database
- Real-time customer service desk responding to complaints during event



Real-time use only

Airports

Improving passenger throughput efficiency

Challenge

- Lack of operational KPI's to understand passenger movement through terminal
- Lack of airline accountability

Technology

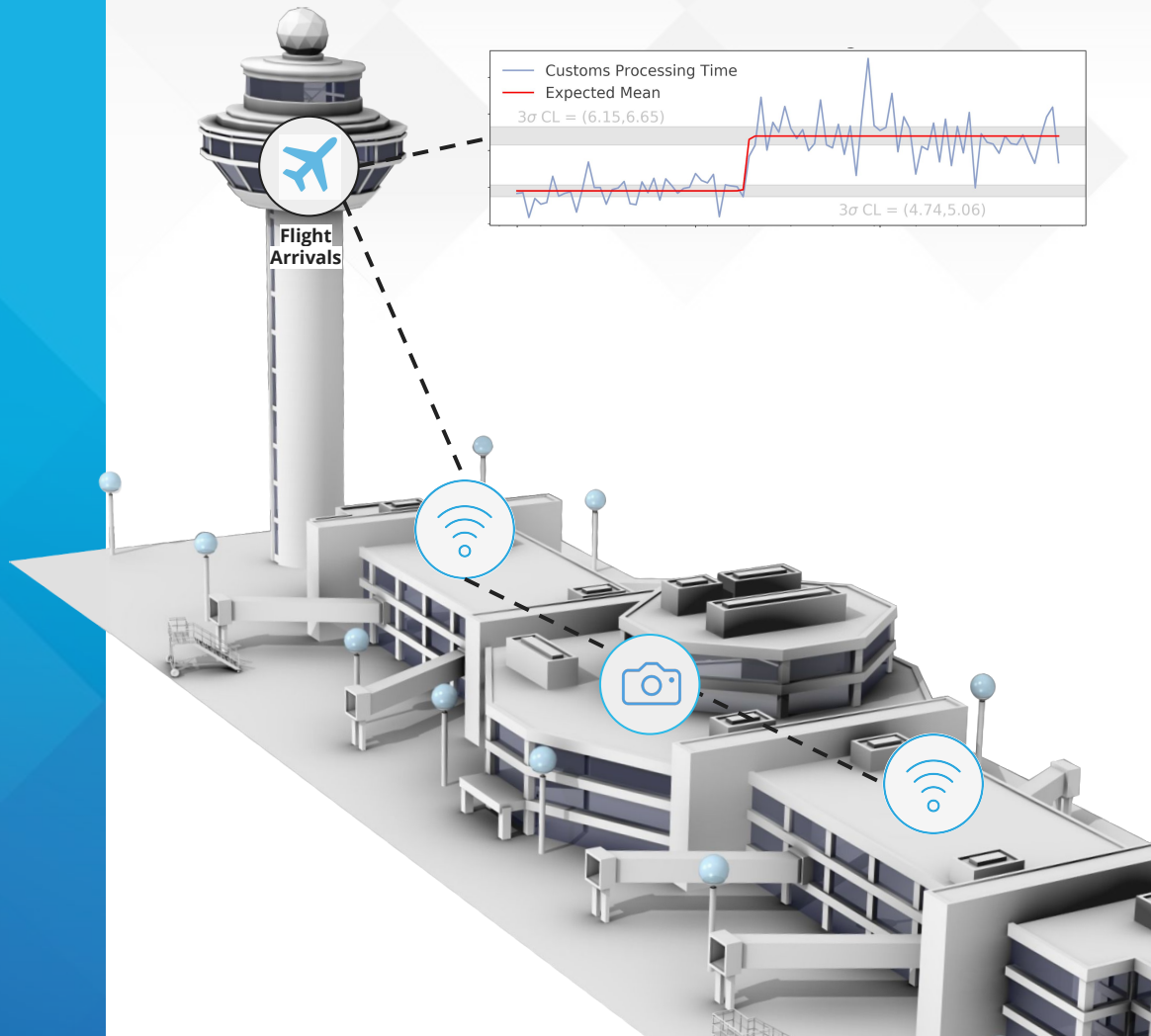
- Wi-Fi, Camera, Flight arrivals/departure data

Team

- Co-occurrence modelling to connect passenger arrivals to flights
- Design of new measure KPIs based on key precincts, include baggage and immigration

Outcome

- Airport was able to identify congestion points affecting passenger travel, and identify related drivers including staff, seasonal events and retail areas.



mal use only



Market Opportunity

Addressable Market in Targeted Geographies



4,700
Stadiums



1,279
Airports



134,385
Malls



22,442
Universities



161,642
Gyms



4,050
Smart Cities



2,750
Casinos



25,862
Cultural Centres



11.3m
Retail Outlets



40,163
Hospitals

47%

of revenues generated
from international
markets

+86%

International
revenues
FY19 v FY18

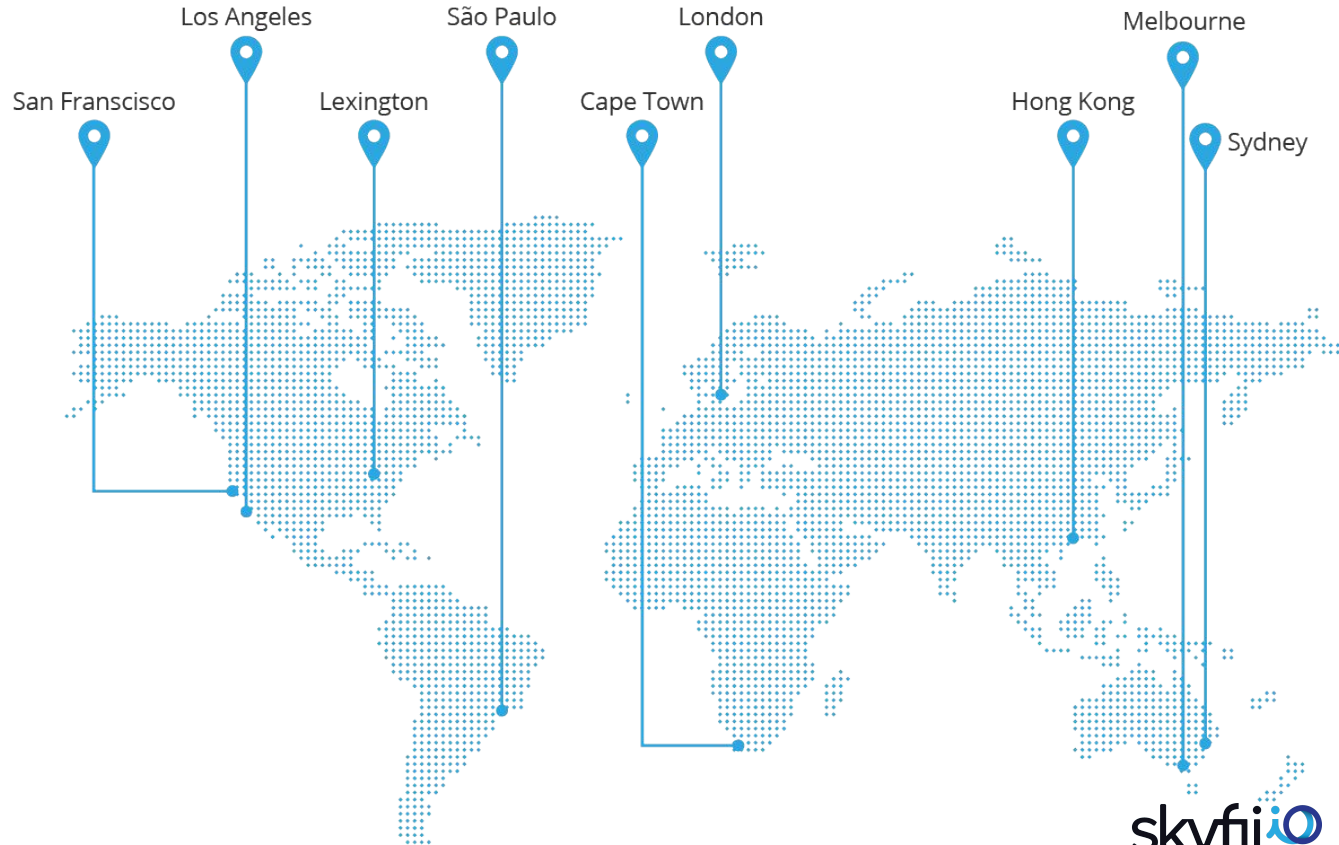
30

countries across
5 continents

61

Headcount

Global Footprint



Financial Highlights



Financial Highlights

ARR*
\$9.0m

↑ 50%

Operating EBITDA
\$0.88m
(FY19 v FY18)

↑ 150%

Churn Rate

<1%

Revenue
\$9.4m
(FY19 v FY18)

↑ 52%

Cash & Debt
Funding

\$2.0m

5 year CAGR
Total Operating
Revenues

192%

*Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q1 FY2020

Q1 FY20 Results

Total Operating Revenues*

+26% QoQ

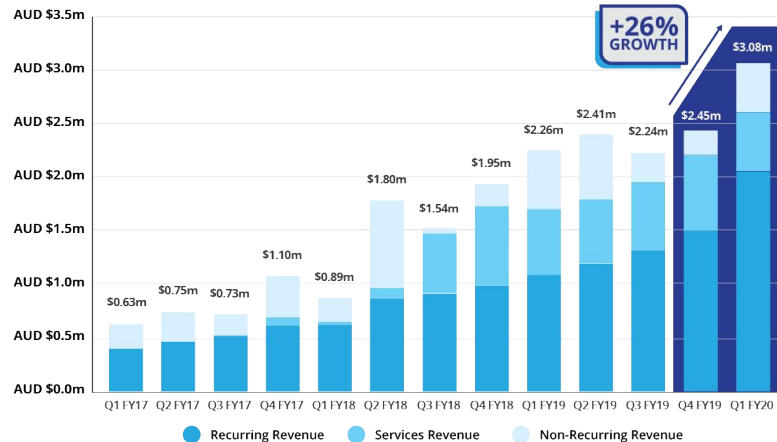
Quarterly Recurring Revenues*

+37% QoQ

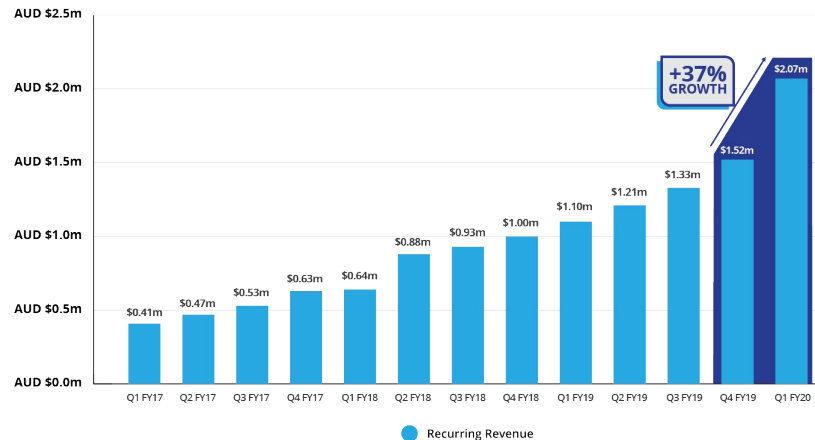
+90% pcp

*(inclusive of Beonic Transaction which completed on 9 July)

TOTAL OPERATING REVENUE



QUARTERLY RECURRING REVENUE



FY2020 Outlook





Outlook

SKF:ASX

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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