



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

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

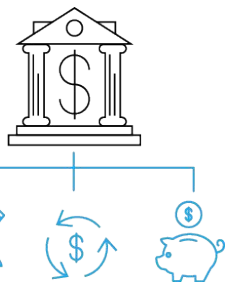
SKF: ASX

# 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.



# Business Snapshot



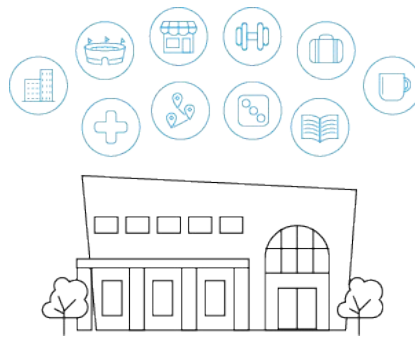
## Types of Revenues

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

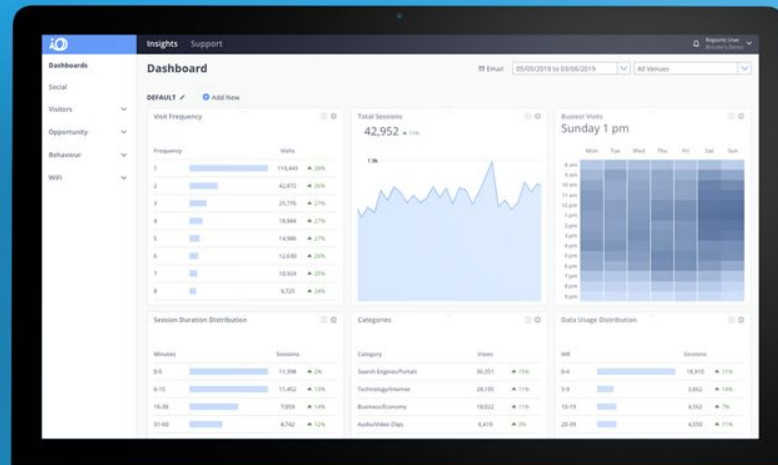


## Customers

900+ customers  
10,000+ venues

Personal use only

Businesses typically use  
Skyfii IO in three phases...

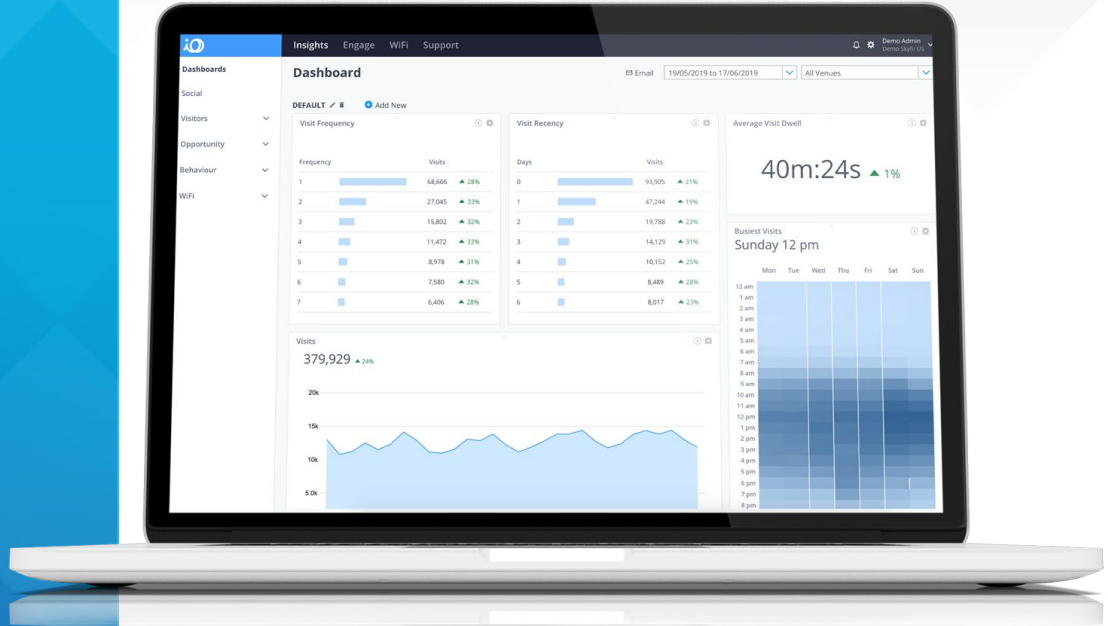




1

## 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.

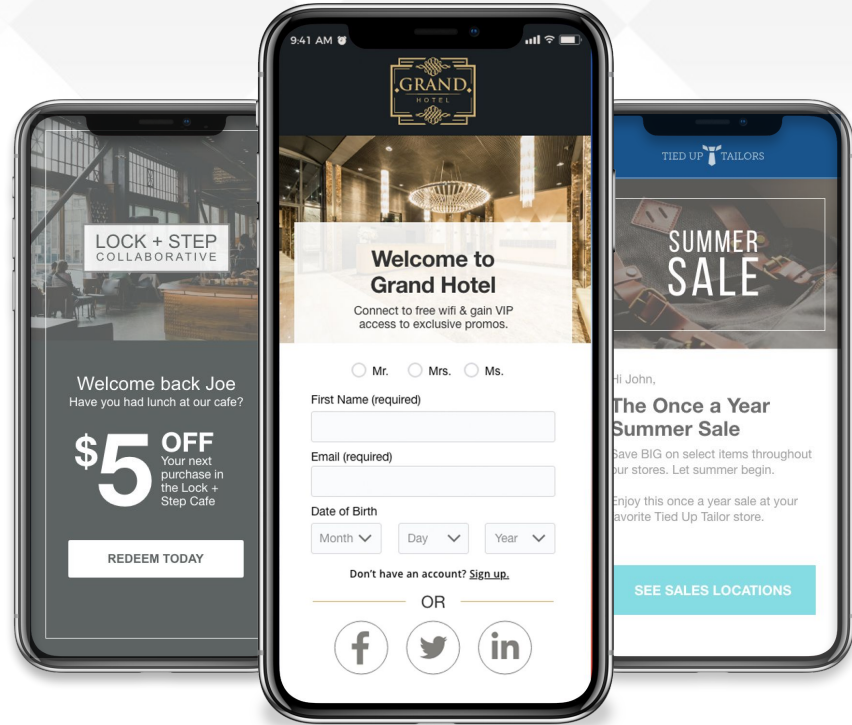


# 3

## 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





For internal use only

For internal use only

For internal use only

- For internal use only

For internal use only

- For internal use only

For internal use only

- For internal use only

For internal use only

- For internal use only



# Airports

## Improving passenger throughput efficiency

### Challenge

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

### Technology

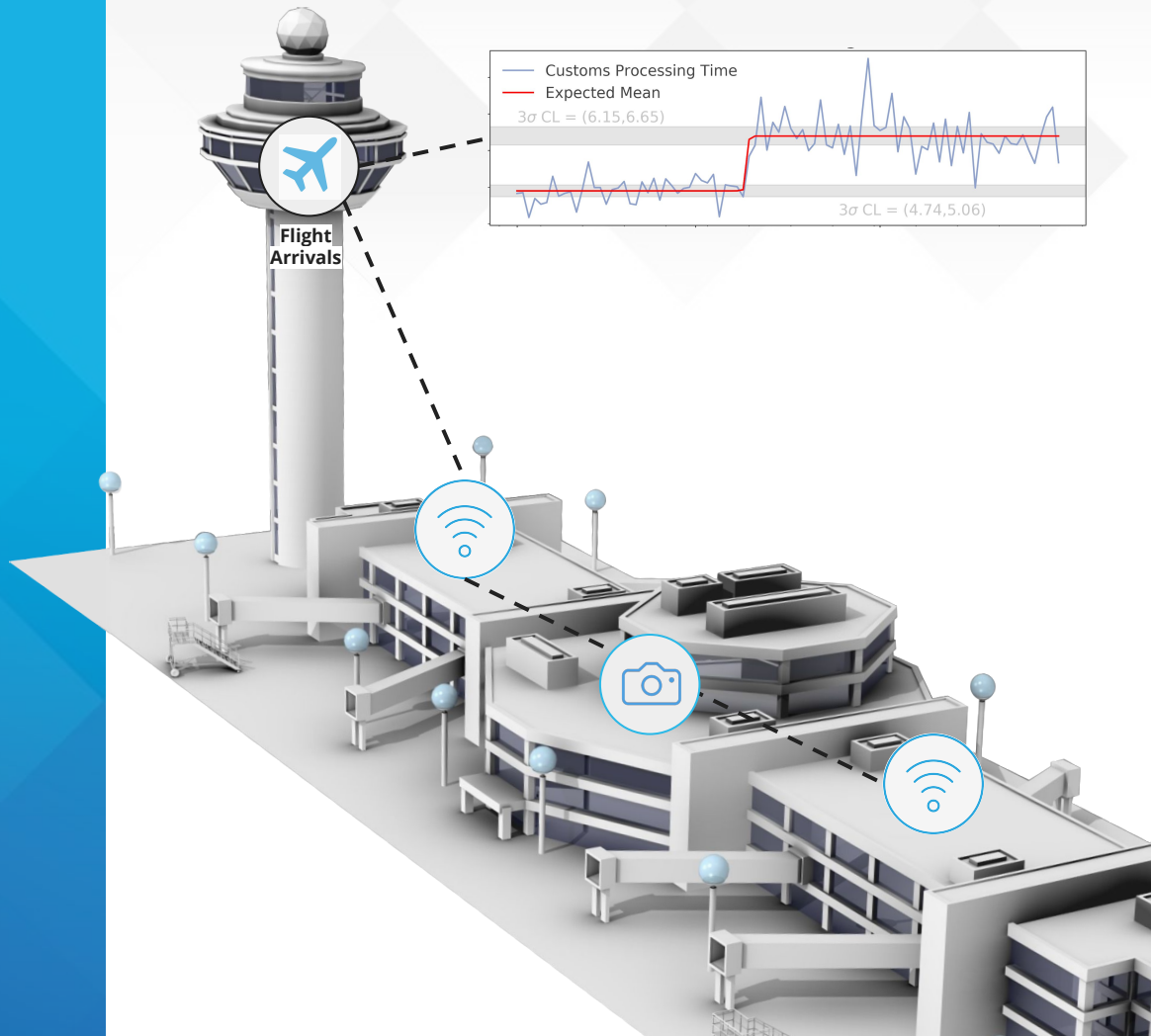
- Wi-Fi, Camera, Flight arrivals/departure data

### 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.





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# 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

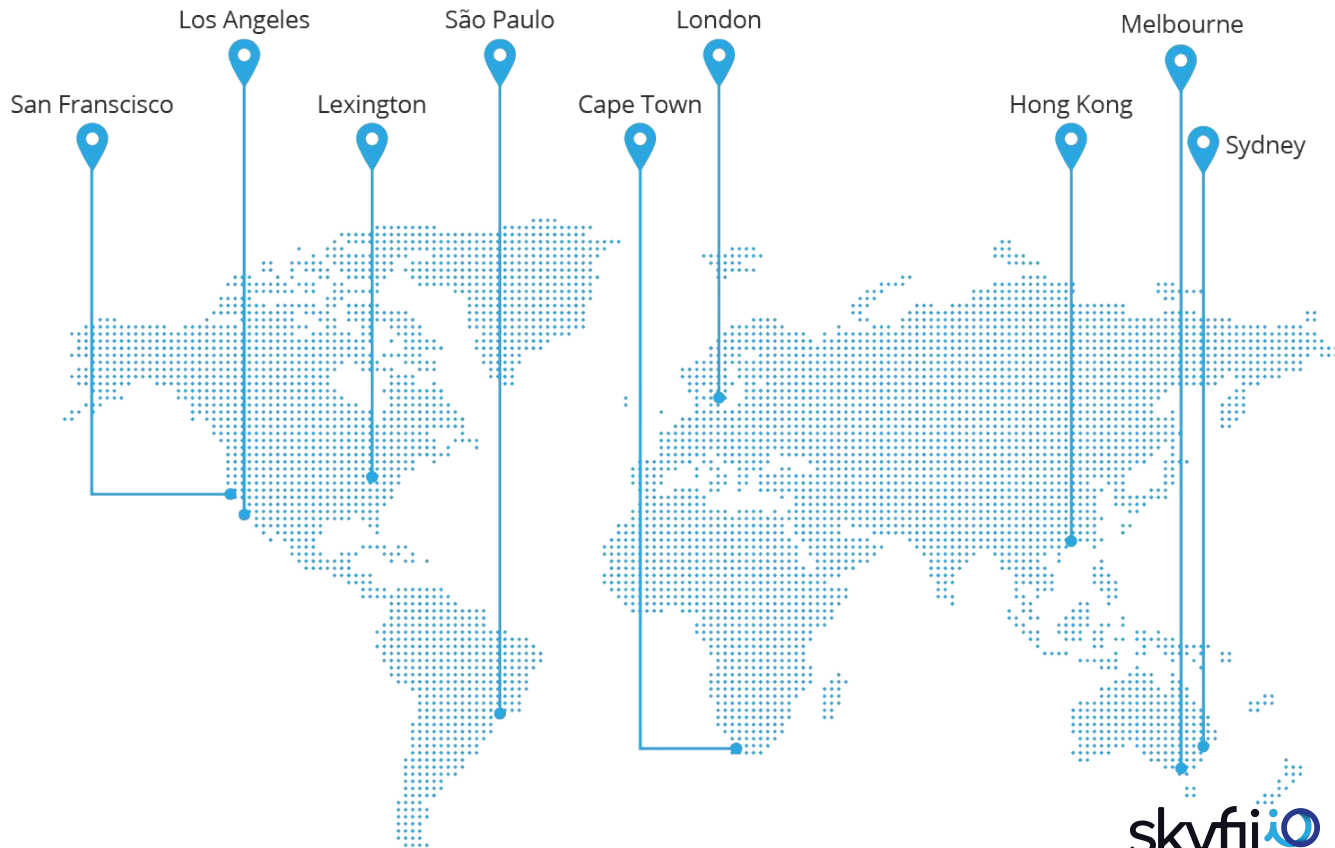
30

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**

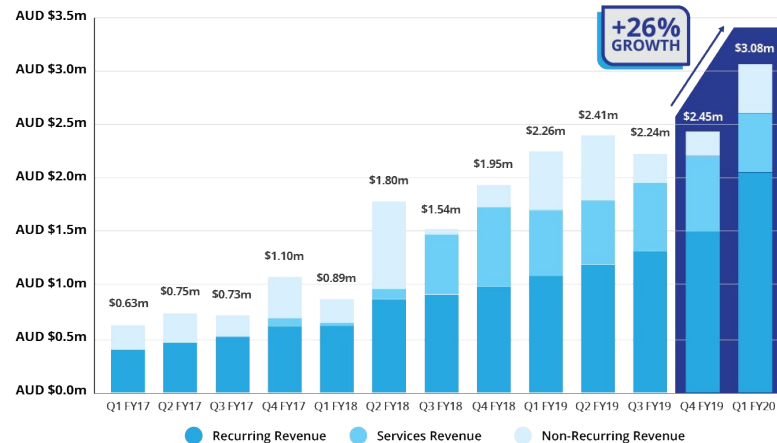
Quarterly Recurring Revenues\*

**+37% QoQ**

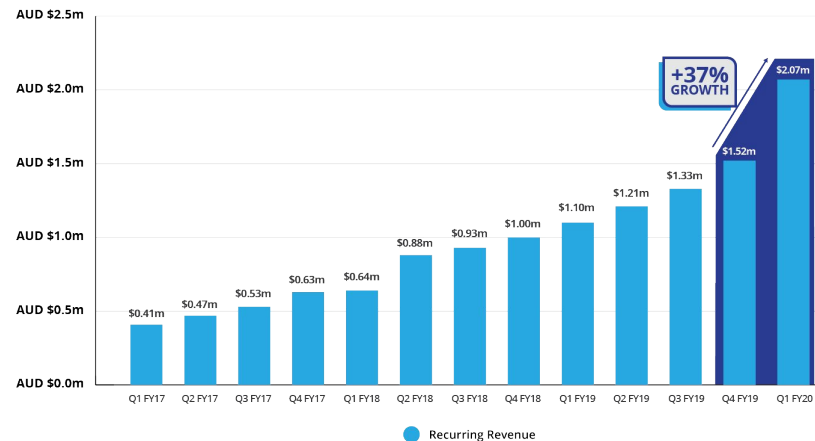
**+90% pcp**

\*(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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