



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

2019 ANNUAL GENERAL MEETING

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

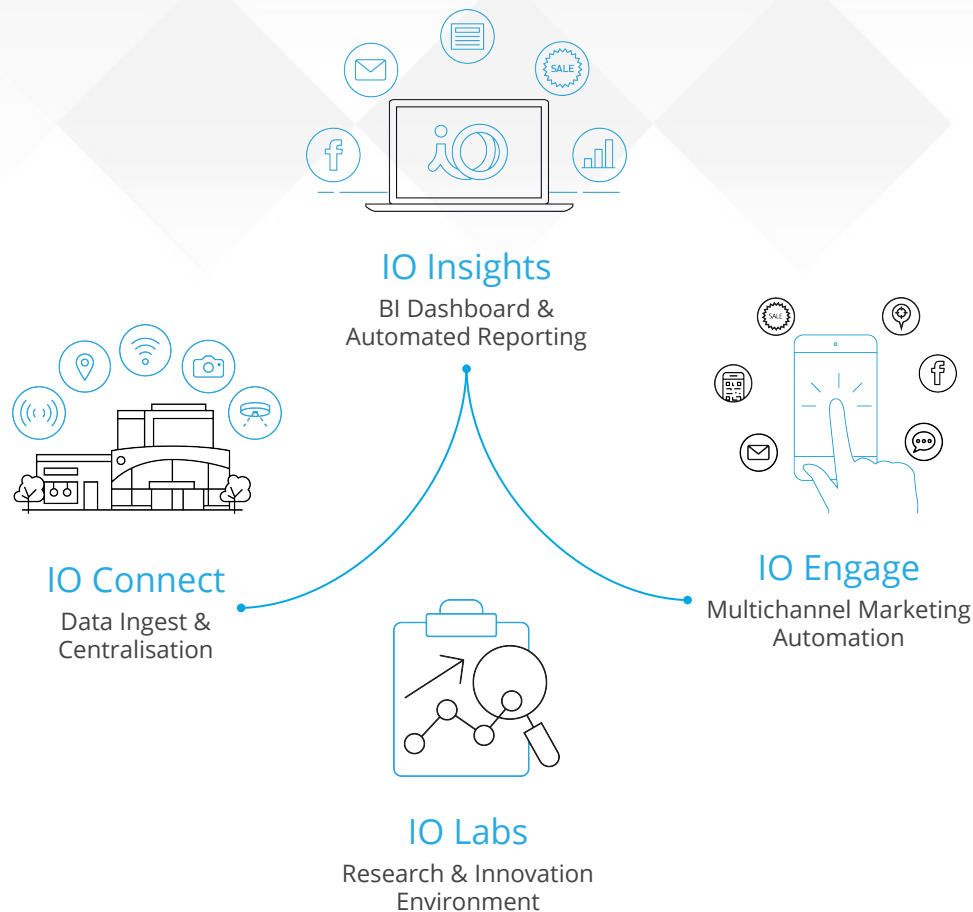
Data Intelligence Platform built for Physical Venues

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.

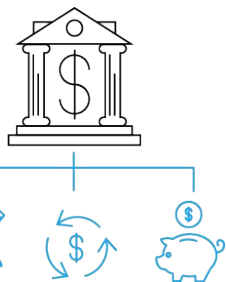


Intelligent Technology

- **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 / , Car Park, Accounting and Finance.
- **IO Insights** automates reporting of data collection in real time including: social, visitor, behavior, opportunity, sales, people counting 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.



Business Snapshot



Types of Revenues

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



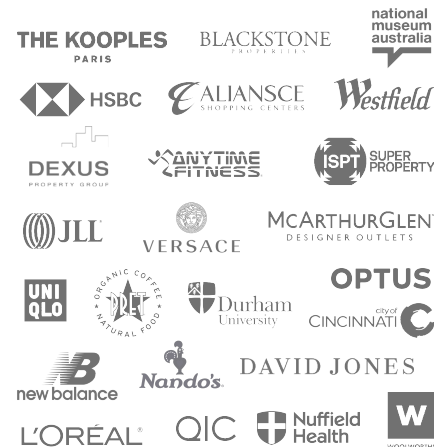
Types of data points

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



Verticals

10 key verticals
Focus on Enterprise

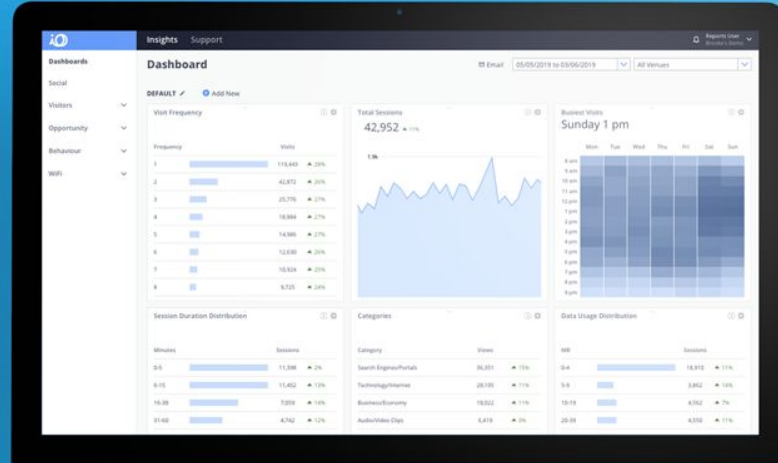


Customers

900+ customers
10,000+ venues

Personal use only

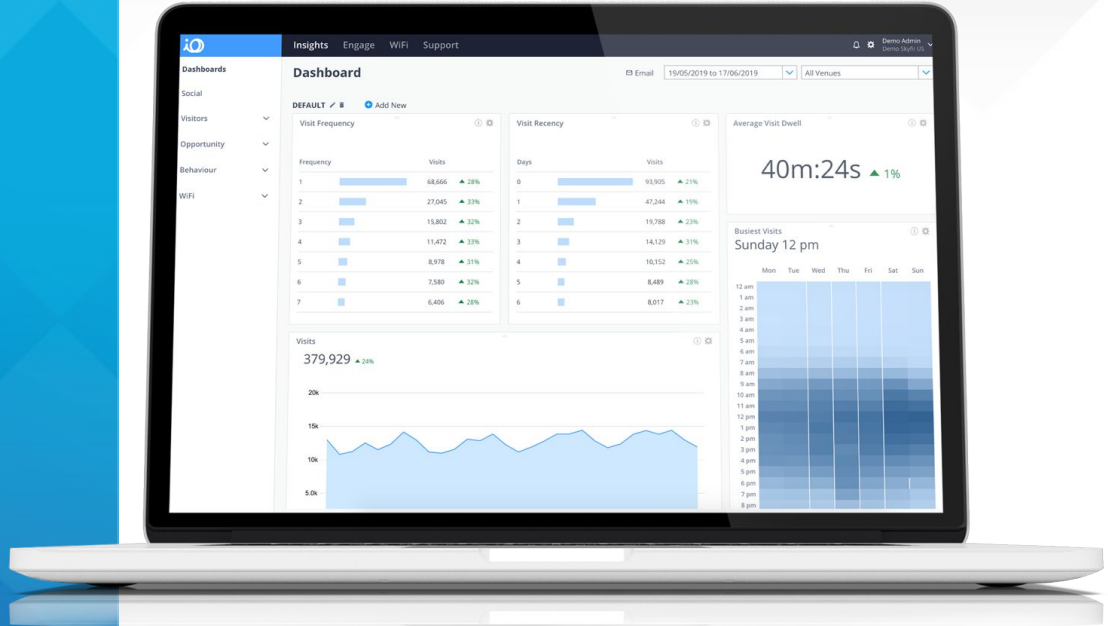
Businesses typically use
Skyfii IO in three phases...



1

Establish Baseline Metrics for Visitor Behavior

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

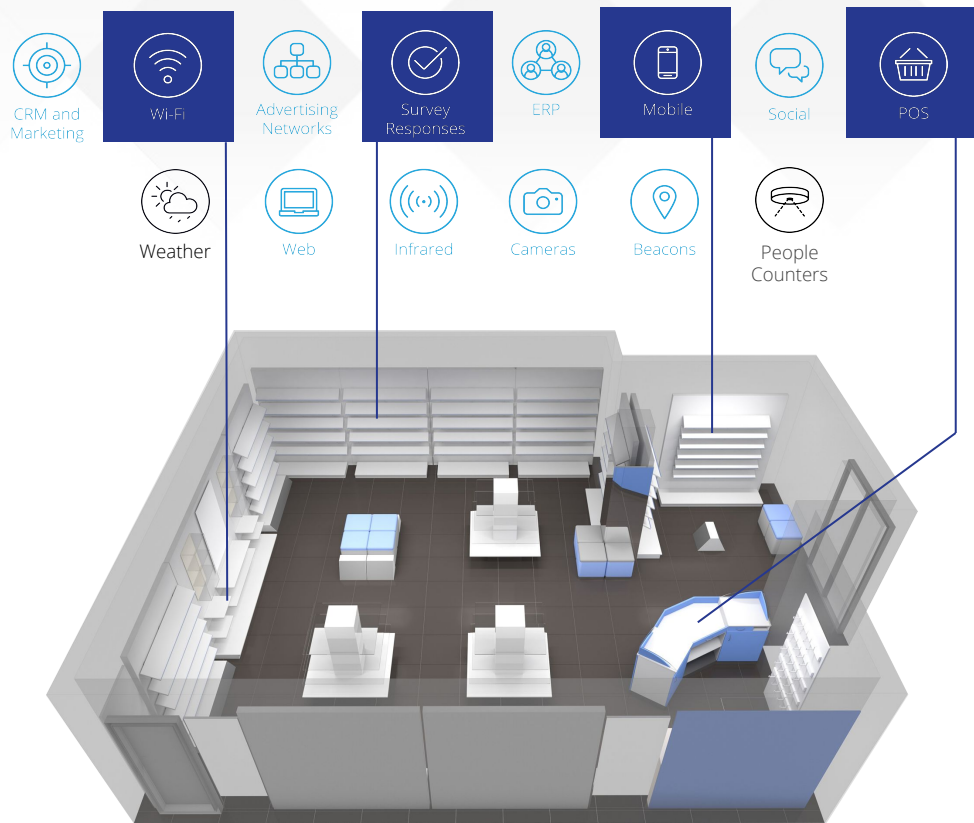


2

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.

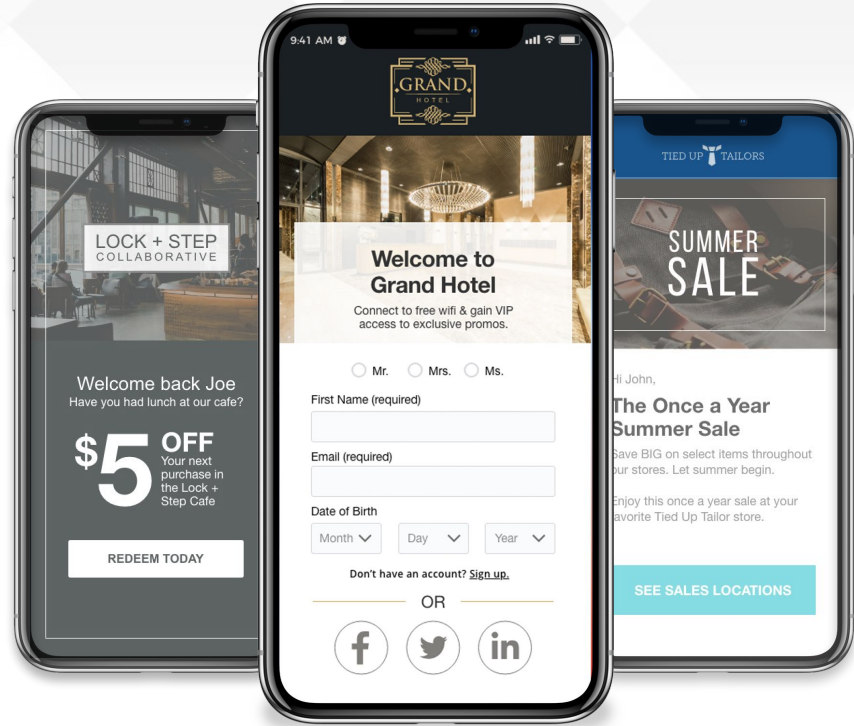


3

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.



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

Operating Highlights



Operating Highlights

+900

Customers

>10,000

Venues

+48

Product Releases



HOME
CONSORTIUM

EST. 1938
RICE VILLAGE
HOUSTON, TX



THE KOOPLES
PARIS

DASA-GROUP

SF MO MA



Nando's



Royal
Australian
Mint

Financial Highlights



FY19 Financial Highlights

Revenue
\$9.4m (FY19 v FY18)

↑ **52%**

5-Year CAGR Total
Operating Revenues

192%

Operating EBITDA
\$0.88m (FY19 v FY18)

↑ **150%**

Recurring Revenues
\$5.4m (FY19 v FY18)

↑ **50%**

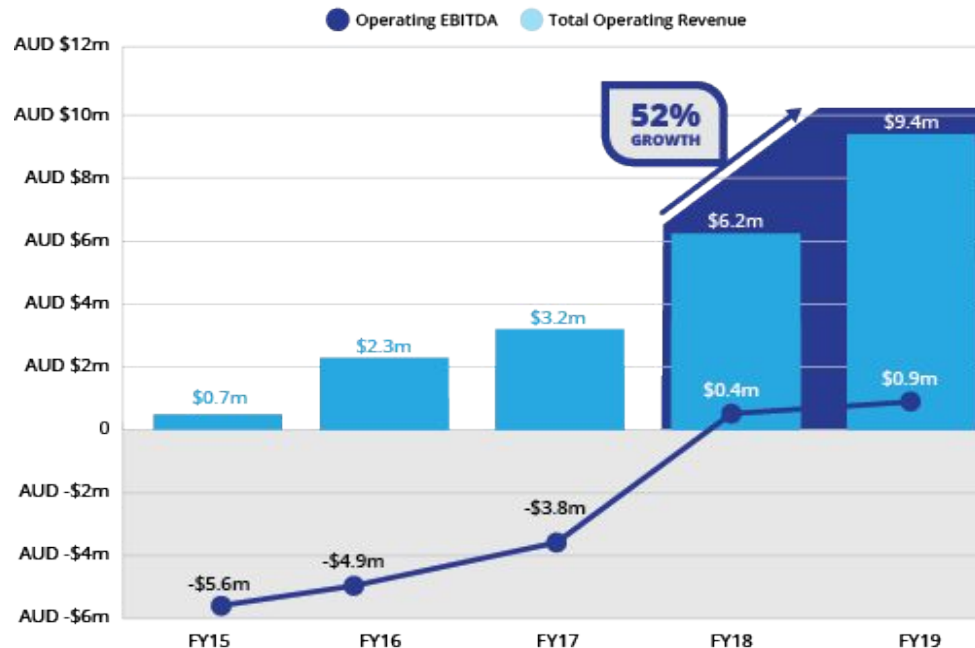
Churn Rate

<1%

Cash at Bank
as at 30 June

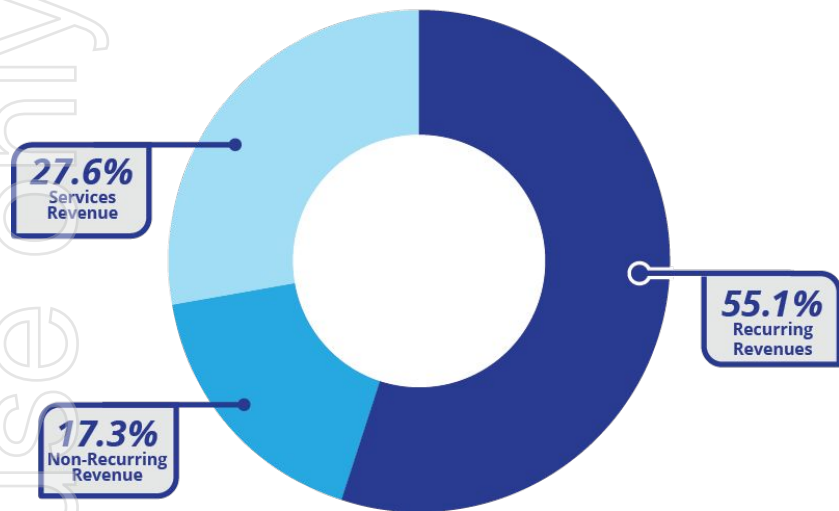
\$1.33m

TOTAL OPERATING REVENUE GROWTH



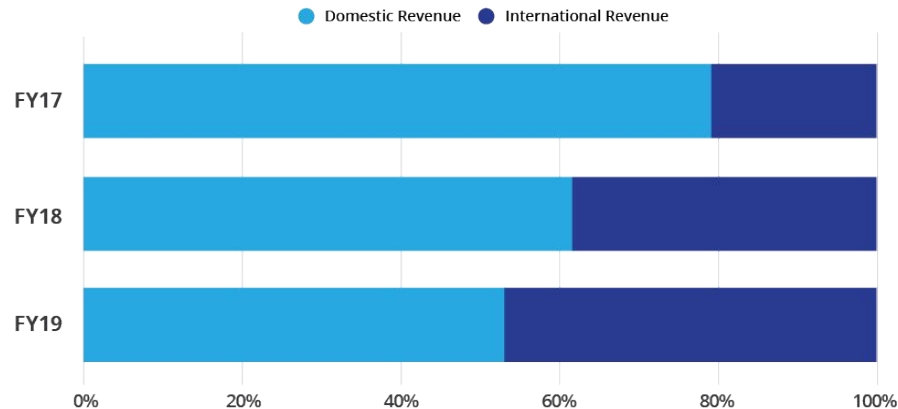
Diversification of Revenue Mix and Operating Markets

FY19 REVENUE MIX



- Strong growth in Recurring Revenue, up 50% YoY
- Recurring revenues deliver 85% gross margin with a blended average of 71% across all three revenue types

OPERATING MARKETS



- Continued investment and expansion into international markets
- International revenue contributed 47% of total operating revenue in FY19 compared with 38% in FY18

Q1 FY2020 Results

Revenue
\$3.08m
(Q1 FY2020)

↑ 26%

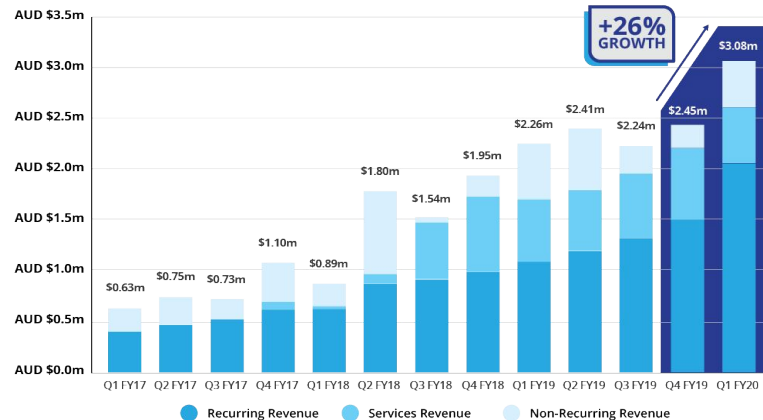
Recurring
Revenues
\$2.07m
(Q1 FY2020)

↑ 37%

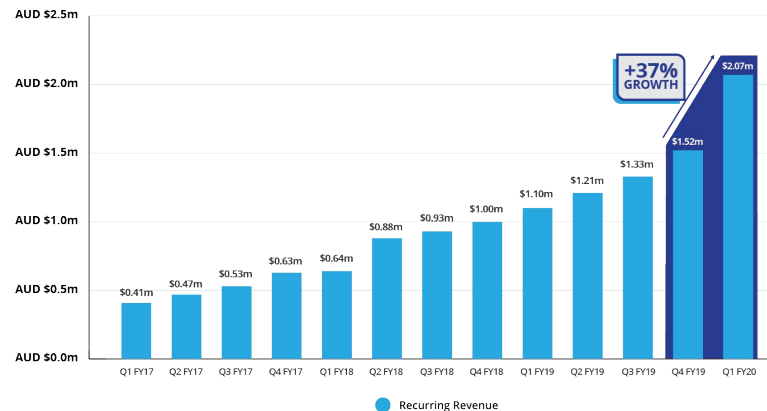
ARR*
\$9m

↑ 50%

TOTAL OPERATING REVENUE



QUARTERLY RECURRING REVENUE



* Revenue inclusive of Beonic Transaction which completed on 9 July

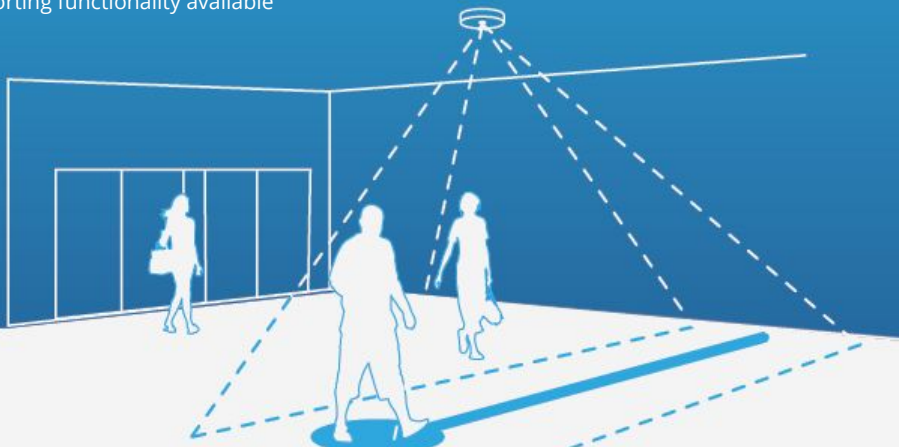
* Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q1 FY2020

Skyfii Completed the Acquisition of Beonic, 9th July 2019



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



QUARTERLY RECURRING REVENUE



Q1 Milestones

- **Significant sales pipeline** already built across Beonic & Skyfii customer base
- **Key customer migrations** have already commenced with an overwhelming positive response received from Beonic customer base on the Skyfii product and service offering
- **Beonic staff now fully integrated** into the Skyfii operations

FY2020 Outlook



47%

of revenues generated
from international
markets

+86%

International revenues
FY19 v FY18

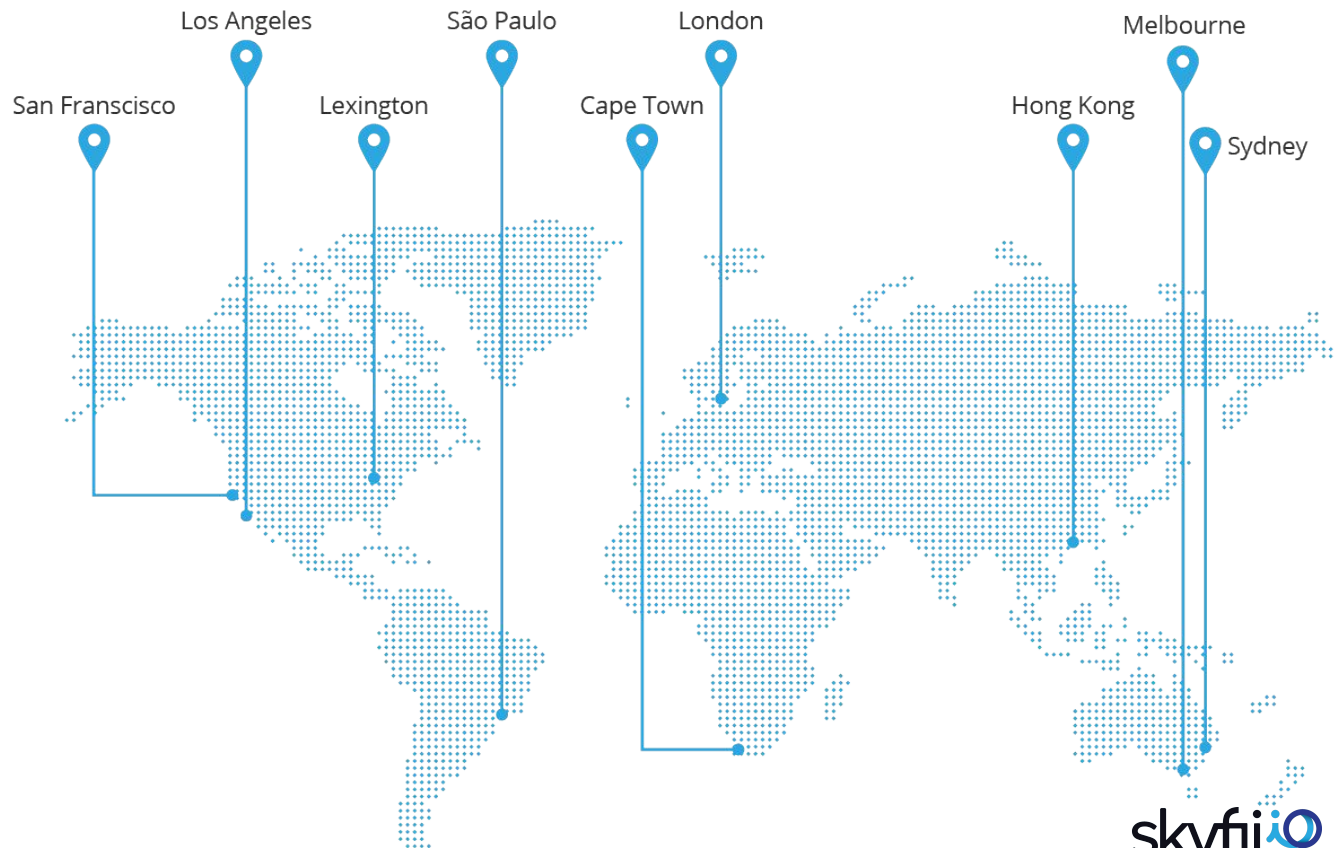
30

countries across
5 continents

61

Headcount

Global Footprint



Qualified Sales Pipeline Snapshot

FY20 qualified advanced stage pipeline of

~\$25m

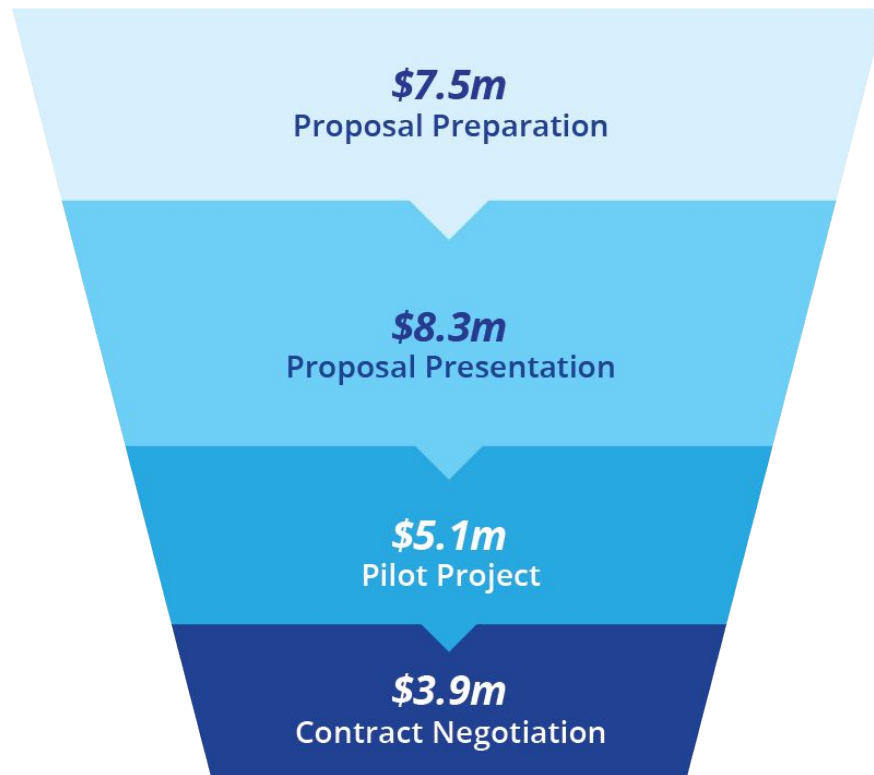
~45%

of pipeline in international markets

Exit Q1 with

\$9m ARR

FY20 PIPELINE





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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