



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

Q2 FY2020 Quarterly Results Presentation

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

Internal use only

## About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

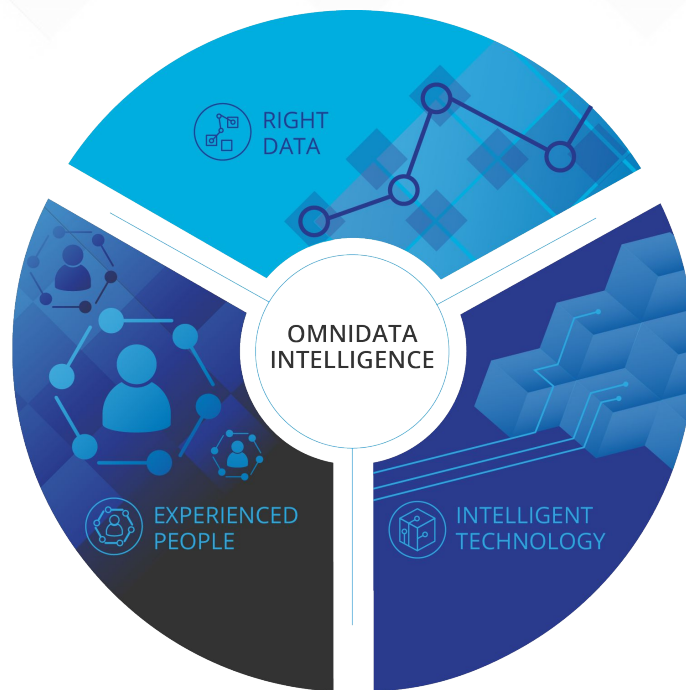
Skyfii is a global technology company that transforms the way organisations collect, analyse and extract value from data.

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 7 countries
- 64 staff globally
- Portfolio of 10,000+ venues across 30 countries

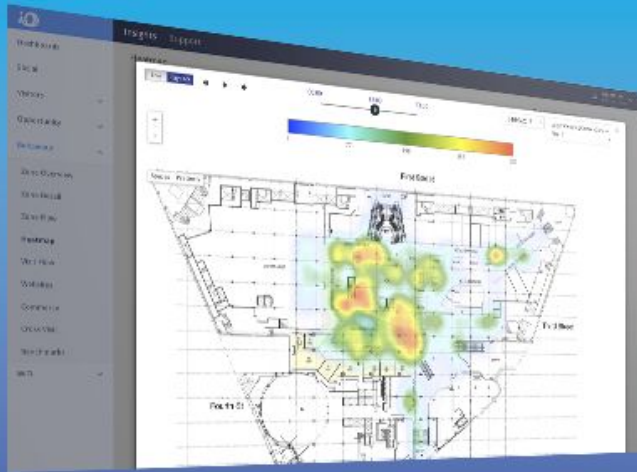
## Omnicdata Intelligence

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

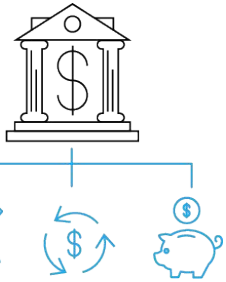


# Data Intelligence Platform built for Physical Venues

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



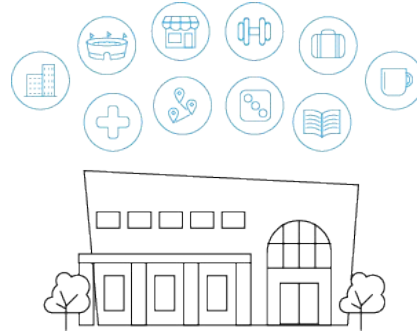
## Types of Revenues

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

# Operating & Financial Highlights





## Notable contract wins

Significant new international contracts wins during the quarter, including:



### **ISPT (Australia, Retail and Commercial Property)**

3 year contract for 'IO Connect' and 'IO Insight' across 31 properties



### **Macerich (USA, Retail property)**

Initial 1 year contract for 'IO Connect' into 15 properties



### **TJ Morris (UK, Retail Group)**

3 year contract for 'IO Connect' into 100 stores initially



### **Betfred (UK, Gambling)**

3 year contract for 'IO Connect' into 100 stores initially



### **El Dorado (USA, Furniture Retail)**

Initial 1 year contract for 'IO Connect' and 'IO Insight' into 13 outlets initially



# Q2 FY2020 Results\*

Revenue  
\$3.7m  
(Q2 FY2020)

↑ 20%

Recurring Revenues  
\$2.33m  
(Q2 FY2020)

↑ 13%

ARR\*\*  
\$10m

↑ 11%

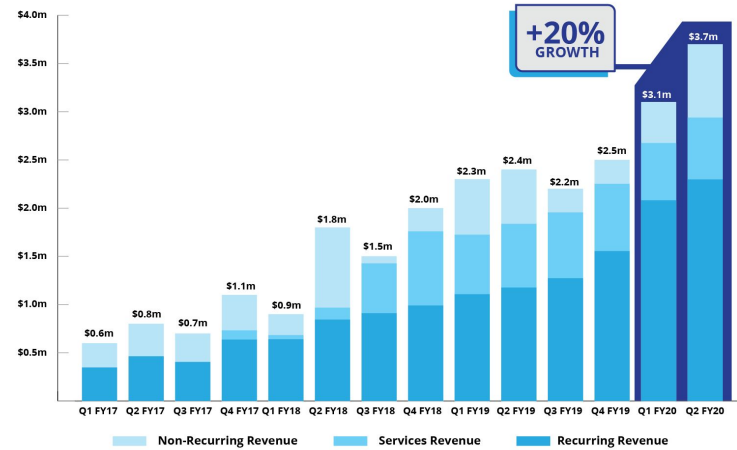
Cash at Bank @  
31st Dec 19

\$3.74m

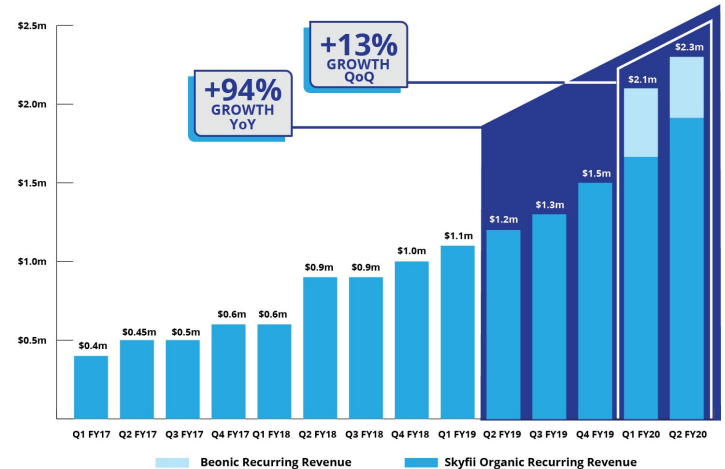
\* All revenues are inclusive of Beonic transaction which completed on 9 July 2019

\*\* Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q2 FY2020

## TOTAL OPERATING REVENUES - BY QUARTER



## QUARTERLY RECURRING REVENUE



# 1H FY2020 Results\*

Revenue  
\$6.8m  
(1H FY2020)

↑ 45%

Operating  
EBITDA  
\$0.8m  
(1H FY2020)

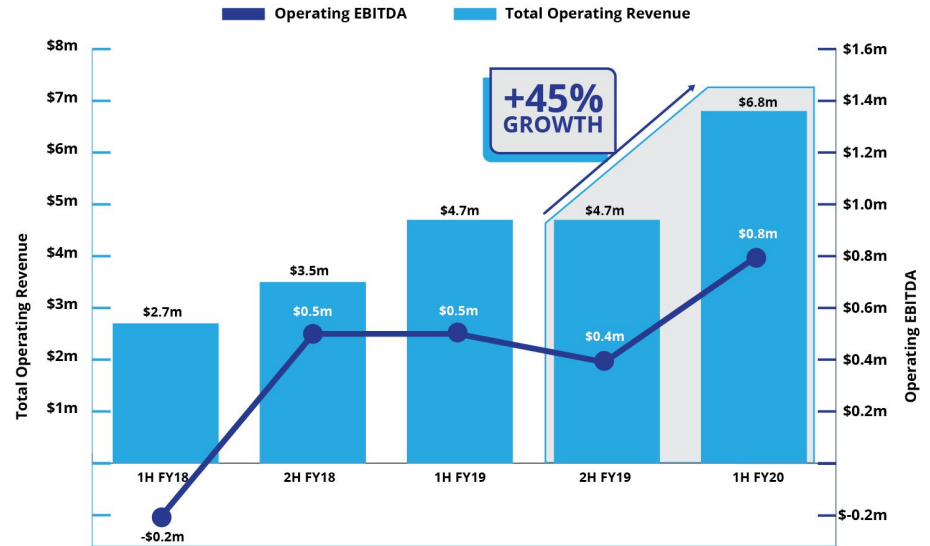
↑ 100%

Gross  
Margin

79%

\* For the quarters 30 September 2019 unaudited (Q1 FY2020) and 31 December 2019 unaudited (Q2 FY2020)

## TOTAL OPERATING REVENUE AND OPERATING EBITDA





# Outlook



## Qualified Sales Pipeline Snapshot

FY20 qualified advanced stage pipeline of

**~\$19.3m**

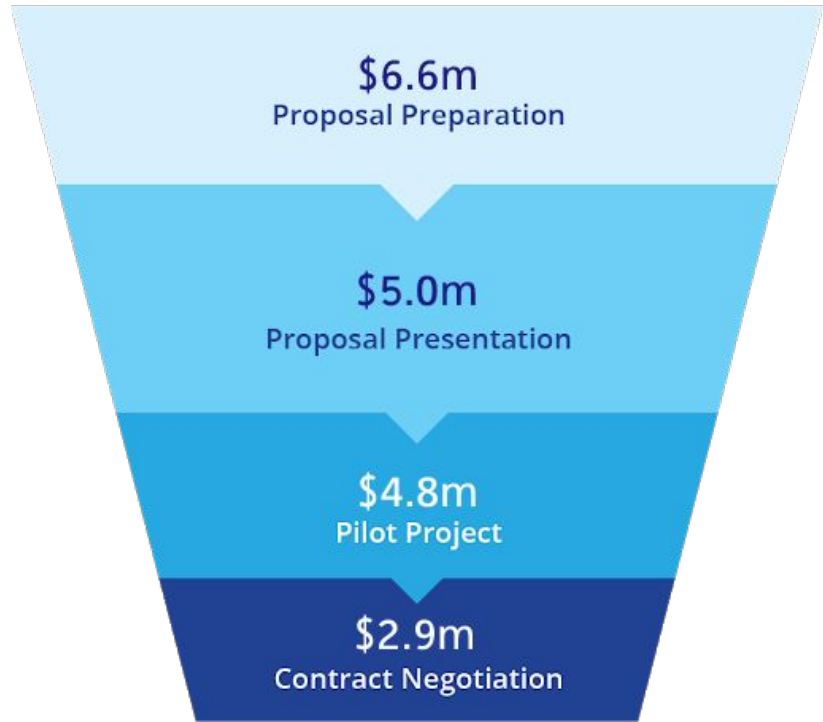
**~55%**

of pipeline in international markets

Exit Q2 with

**A\$10m** ARR

## —| FY20 PIPELINE |—





## Outlook

### KEY FOCUS AREAS OF FOCUS FOR FY2020

- Conversion of key contracts within our International markets, which will drive an increased level of revenue contribution to The Company for FY20
- Maintain strong growth in topline and recurring revenues for the full year FY20
- Focus on cash management and maintaining positive EBITDA growth
- Continue to increase the number of datasets represented in the IO platform to provide further growth within existing customer accounts
- Further build out our global partner ecosystem to accelerate growth opportunities and unlock new markets

# skyfii



## Media

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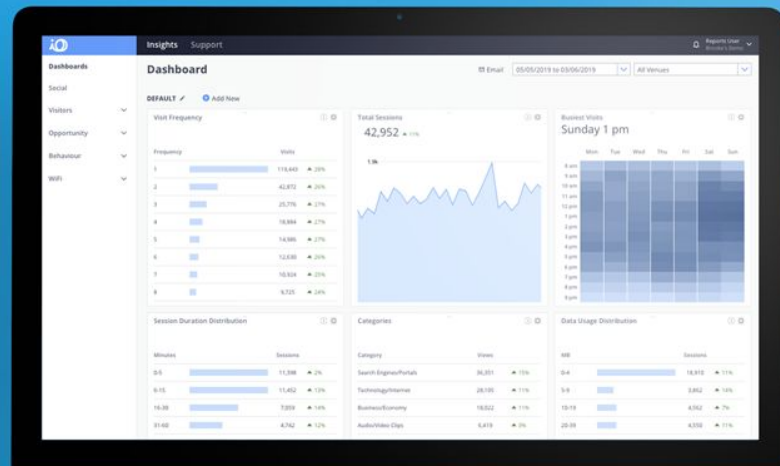
# Appendix





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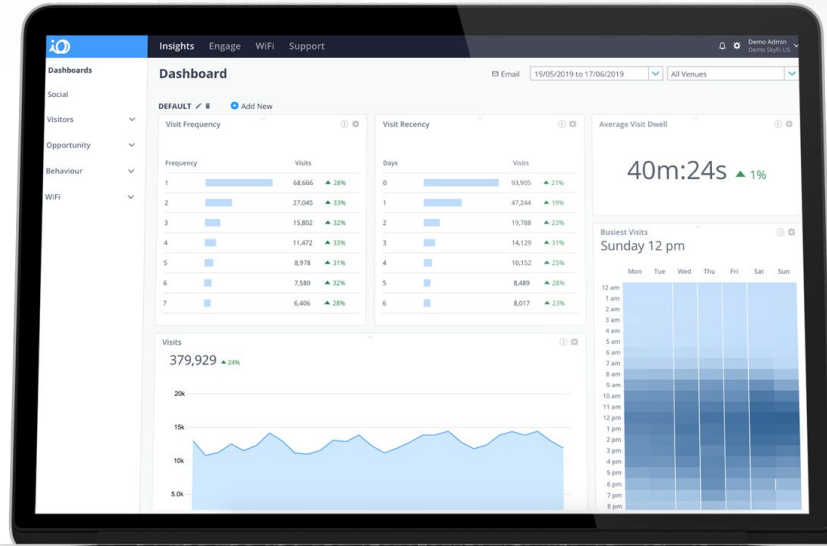
Businesses typically use Skyfii IO in three phases...





## Establish Baseline Metrics for Visitor Behavior

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

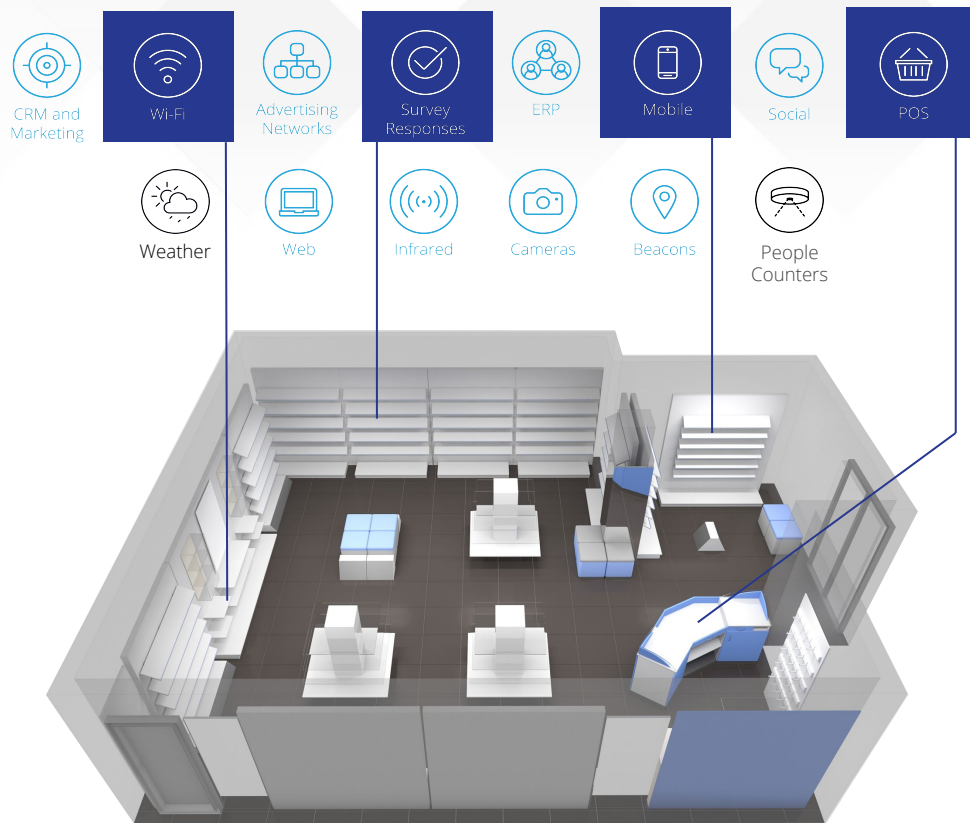


# 2

## 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.

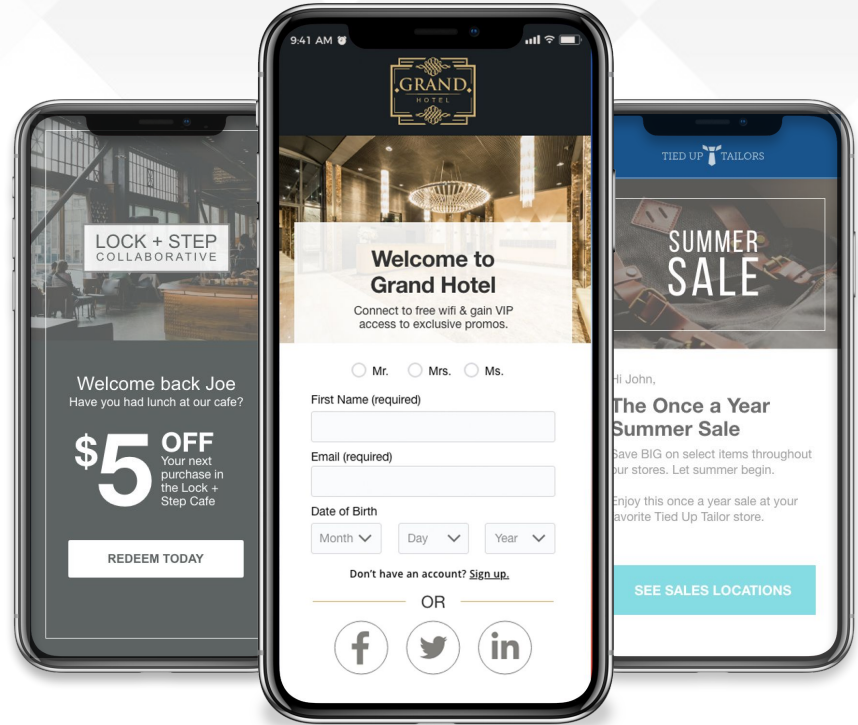


# 3

## 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.





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.



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