



## 2020 AGM Presentation

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



## About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

Skyfii is a global software and data services 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.

### OMNIDATA INTELLIGENCE

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



Offices in 7 countries



55 staff globally



Portfolio of 10,000+ venues across 35 countries



Right Data



Intelligent Technology



Experienced People



# Proprietary Technology

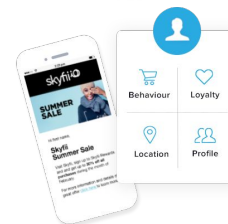
- **IO Connect** automates the collection, storage and processing of data from a wide variety of sources.
- **IO Insights** automates reporting of data collection in real time including: social, visitor, behavior, opportunity and WiFi.
- **IO Engage** provides marketing tools to deliver & automate content across a number of channels.
- **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.



**IO Connect**  
Data Ingest & Centralisation



**IO Insights**  
BI Dashboard & Automated Reporting



**IO Engage**  
Multichannel Marketing Automation



**IO Labs**  
Research & Innovation Environment

## Data Intelligence for Physical spaces

- Skyfii is fully integrated with the hardware and software offerings of the largest tech vendors such as Aruba, Cisco, Meraki and Ruckus.
- Skyfii has experience working with large volumes of heterogeneous data sets including; Survey, Wi-Fi, Camera, People Counters, Web, Social, Mobile / App, Sales / POS, Media / Campaign, CRM and Weather.
- Any data source that has an API or is available in a standard format such as CSV / Excel, SQL etc can be integrated.



CRM and Marketing



Wi-Fi



Advertising Networks



Survey Responses



ERP



Mobile



Social



POS



Weather



Web



Infrared



Cameras



Beacons



People Counters



# Industry Experience

## Commercial Real Estate

Build transformative, intelligent data-powered solutions

- Leasing analytics
- Deep Learning
- Decision engines
- Build, floor and room optimisation

## Education

Gain better insights from your unstructured data

- Student Churn
- Attendance Predictions

## Transport

Drive Insights and organisational change from your data

- Operational optimisation
- Airline
- Traveller profiling

## Retail

Gain Better Insights from Your Unstructured Data

- Shopper Profiling
- Trade Area analytics
- Loss Prevention
- Stock Management

## Government

Democratise data within your organisation and reduce overheads

- BI Design
- Report Automation
- Tablea, Sisense, Microsoft BI

## Medical

Rapidly move services from MVP to scale across your organisation

- Model Deployment & Automation
- Data Engineering
- Data Architecture

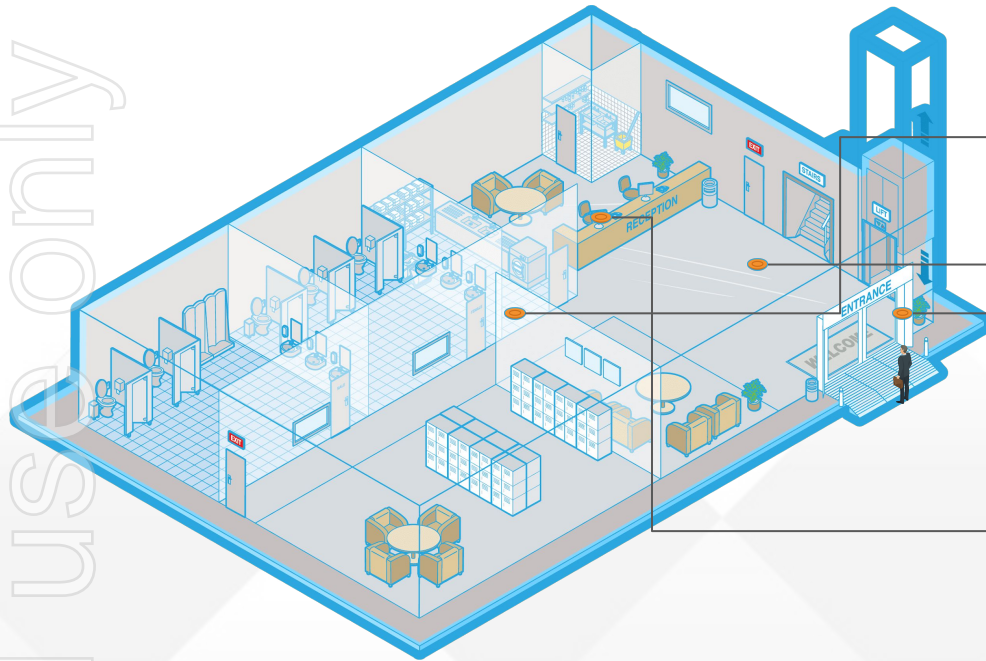


Internal use only

# Vertical Use Cases



# Smart Buildings



Wifi



IoT Sensor



People Counter



Booking System

## Use Cases Delivered

Venue & Floor  
occupancy monitoring

Climate control

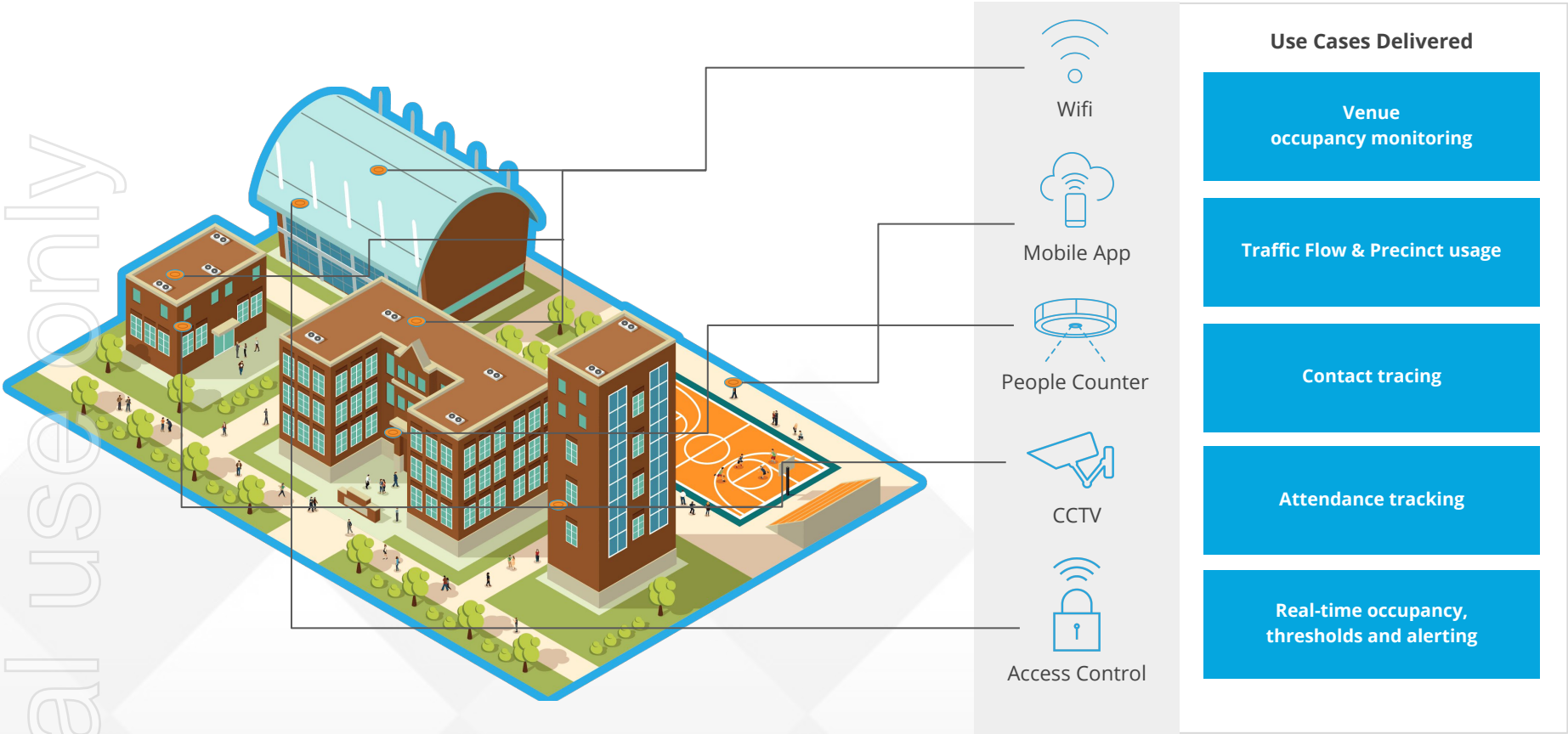
Desk level "Social Distancing"  
measurement

Meeting Room occupancy  
measurement

Real-time occupancy,  
thresholds and alerting

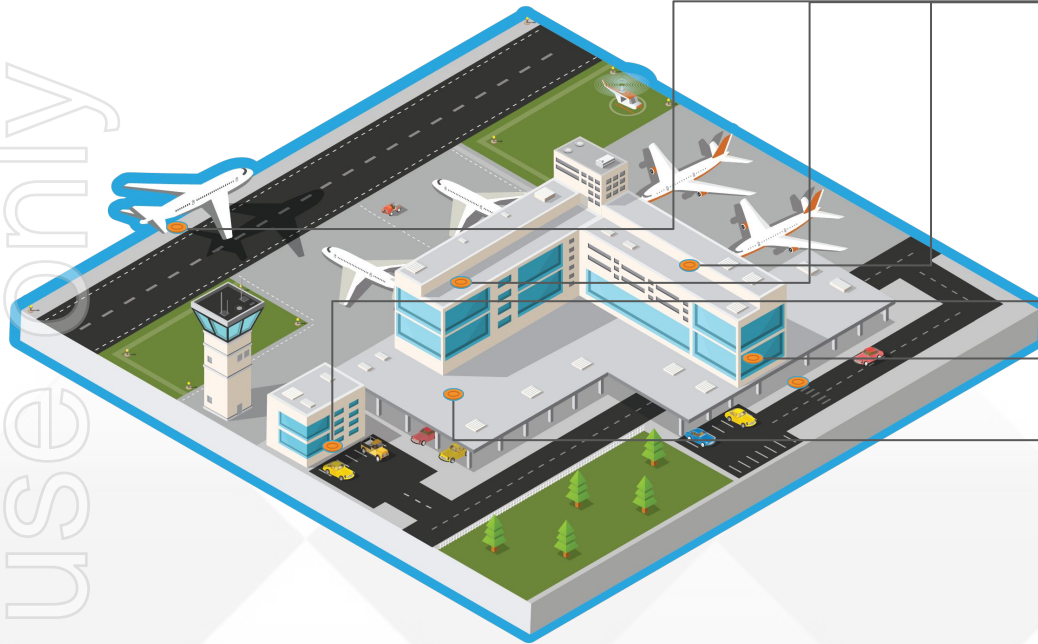
# Campus

Real use only





# Airports



Wifi



Flight Information



People Counter



Carpark

## Use Cases Delivered

Traffic flow and wait times

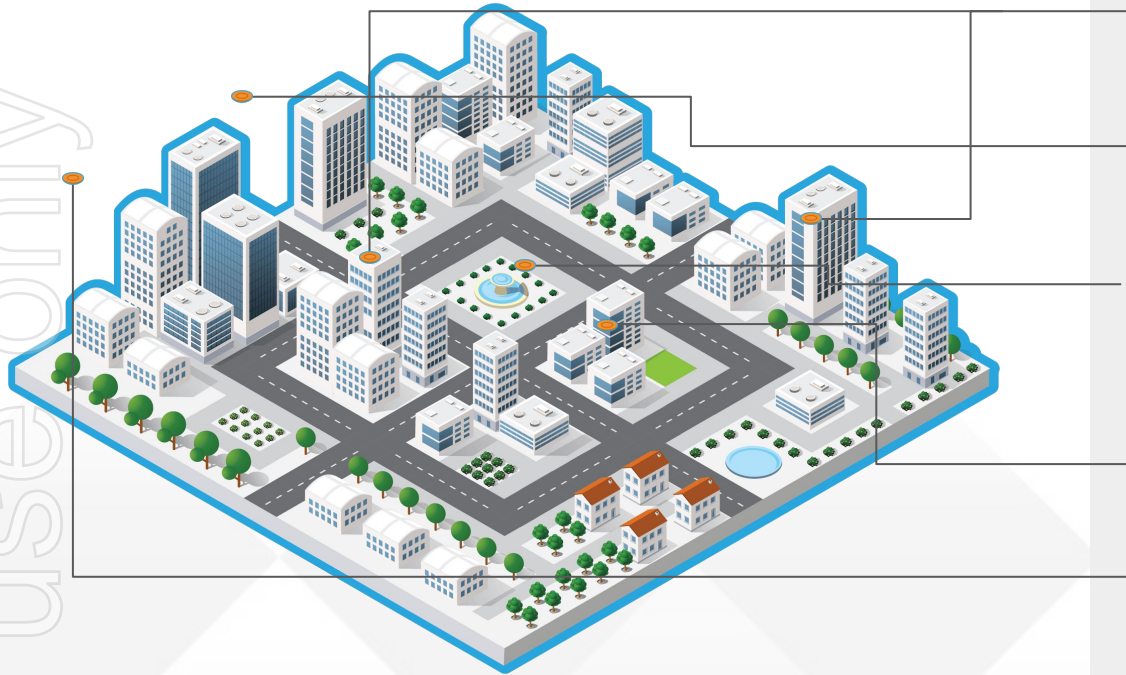
Parking bay occupancy

Dwell times & crowd management

Check in and security efficiency

Gate lounge occupancy

# Smart City



Wifi



AI Video



Counter



CCTV



Weather

## Use Cases Delivered

Traffic counting

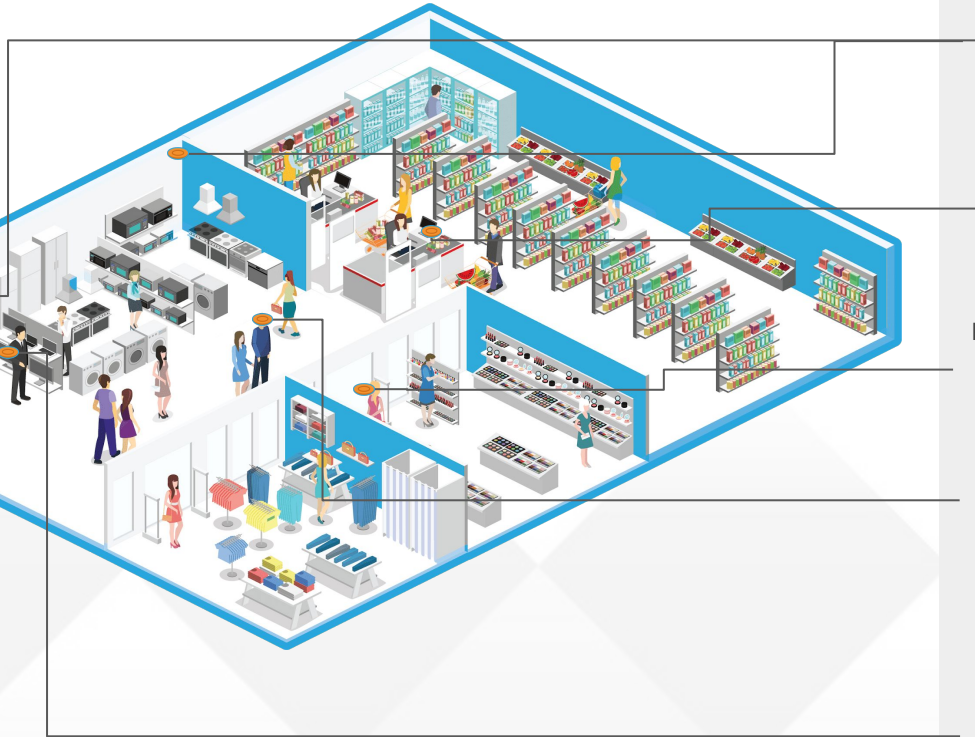
Precinct usage & crowd management

Security surveillance

City planning

Real-time occupancy, thresholds and alerting

# Retail



Wifi



POS



People Counter



Mobile App



Staff Rostering



Loyalty & Rewards

## Use Cases Delivered

Visitor flow and dwell times

Occupancy monitoring and visitor counts

Retailer loyalty & audience segmentation

Trade area measurement

Loyalty and rewards optimization

# Operating Highlights



# Completed Two Accretive Acquisitions



## Market leading People Counting business

- 20+ years in the market
- Australian based, Melbourne headquartered
- 300+ blue chip clients including major retailers & Retail Property Groups
- Full service People Counting solution
- Extension to Skyfii Managed Service offering & People Counting capability

## Retail Optimisation Solution

- In-store analytics to increase sales conversion
- 50+ clients in Retail & Automotive
- Plug 'n play device for customer data capture
- Advanced counting algorithm
- Suitable for small to medium size venues

**BLIX**



Internal use only

# Notable Contract Wins in FY20



Skyfii continued to grow its customer footprint in FY20 with several contract wins across regions and verticals. Some notable contract wins during FY20 included:

- Several new contacts within the retail vertical; including Australian property group, **ISPT** across its 31 shopping centres and commercial office towers; another major Australian Retail REIT to deploy People Counting Solution across its 21 shopping centers; and a planned deployment across 500+ **TJ Morris** retail stores in the UK
- Further wins in the Stadium vertical included **Sydney Cricket Ground**, the **HTFC stadium** in Switzerland and the iconic **Wembley Stadium**
- Extended presence in the global airport vertical with a deployment at a large **regional US airport** which serves as a main hub for Amazon and DHL Air and across **26 airports in Brazil** in partnership with Boingo.
- A first major contract win in the Caribbean with **Baha Mar Resort** in the Bahamas
- A Contract extension with Italy's leading petrol convenience operator, **Autostrade**, following a successful initial 1-year contract term
- A new contract with a major QSR operator **SARCO** across Puerto Rico to rollout IO Connect, initially into 60 restaurants
- Our first contract within the retail gambling vertical through a contract with **BetFred** in the UK

Encouragingly, the company has also experienced an increase in incoming customer enquiries over recent months with further contract wins expected in FY21.

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# Products & Services



MASK DETECTED

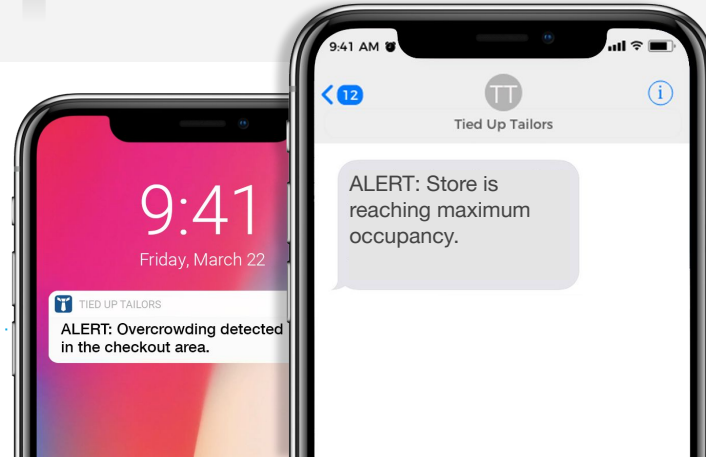


## Live Occupancy & Crowd Analysis

Accurately monitor live occupancy and congestion.

## Automated Staff Alerts

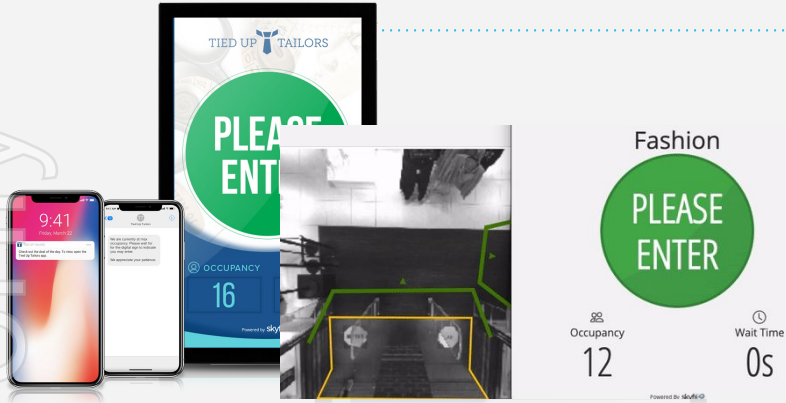
Proactively manage and respond to congestion and overcrowding.



Preview use only



# Customer Safety



## Stop & Go!

Gives people a simple indicator of when it's safe to enter a space with the new Stop and Go feature. Great for any venue that needs to manage live occupancy limits, the Stop and Go page can be displayed outside entrances to your venues, restrooms, and other communal spaces via a URL on any web-enabled device.

## Mask Detection

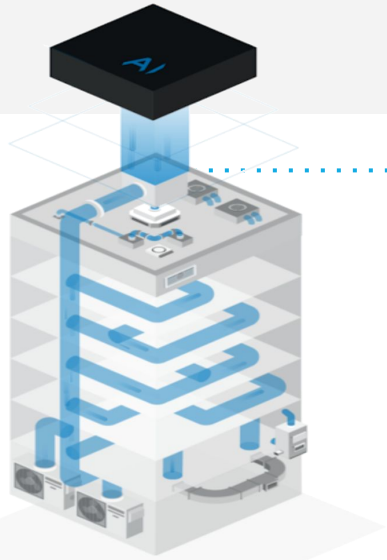
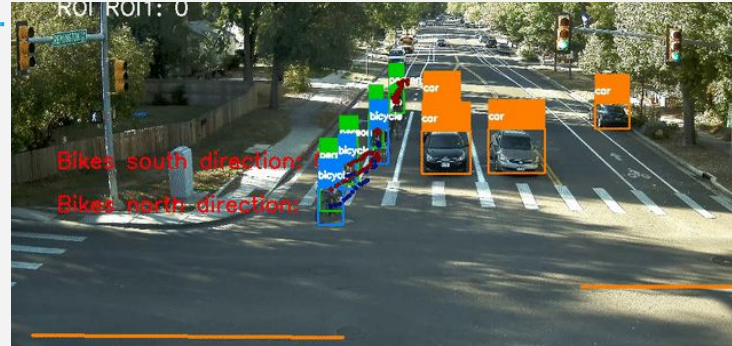
Skyfii can identify and report on whether customers or staff are wearing masks as they enter a venue.



# Artificial Intelligence

## Artificial Intelligence (AI) Video Analytics

Artificial Intelligence video analytics with edge device machine learning to detect people, vehicle and object detection to measure volume, speed, travel path, dwell time, proximity and interactions.



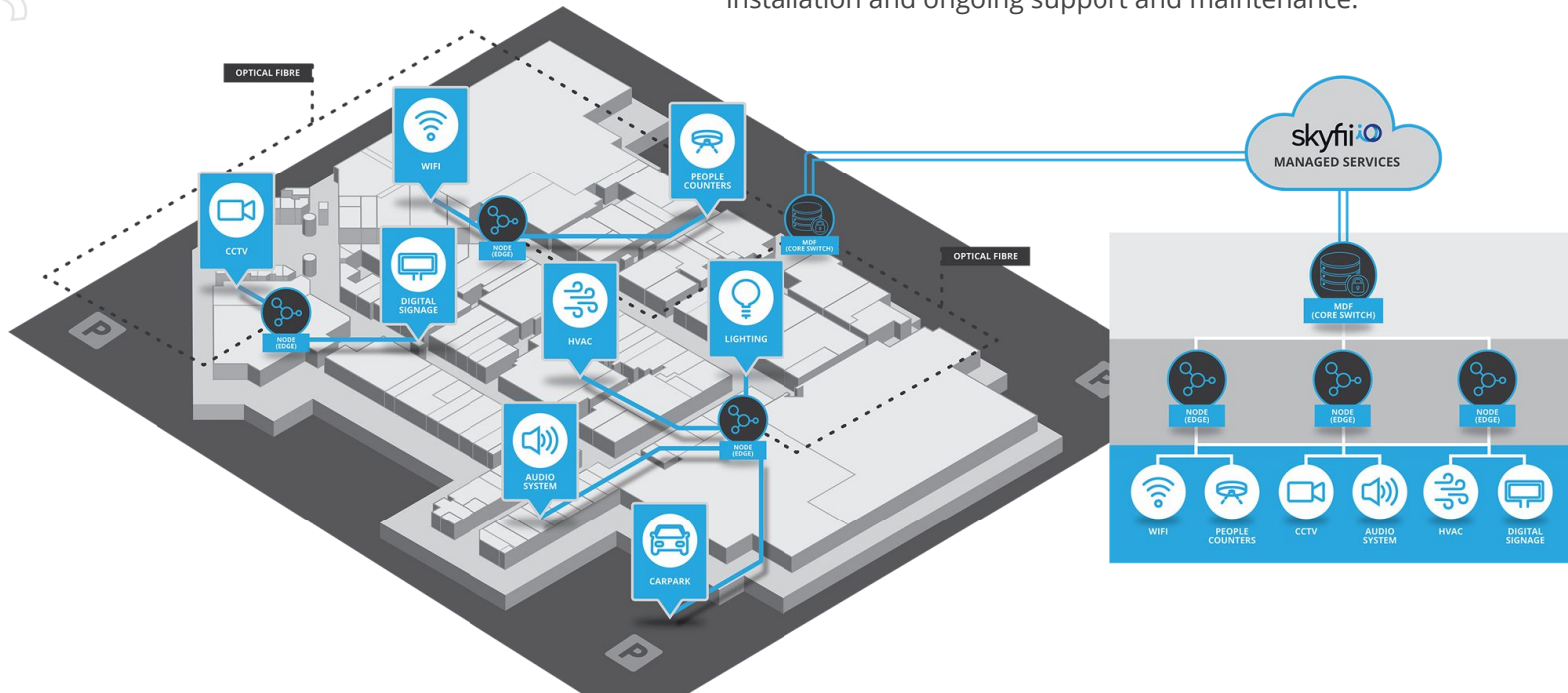
## HVAC Optimisation

Integrating with HVAC systems to provide predictive analytics around customer traffic & behaviour to optimise energy consumption, save money & improve the carbon footprint for buildings.

# Network Services

## Managed Services

Providing end to end, turnkey delivery of network services including network design, hardware procurement, installation and ongoing support and maintenance.



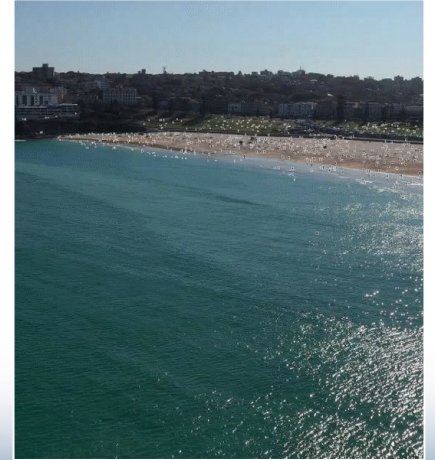
Internal use only

# Drone AI

## Aerial vision and deep-learning for crowd management

Sky Drone combines latest drone technology and AI driven computer technology to allow processing images on device for data analytics.

- Social distancing
- Counting and tracking
- Dwell times, occupancy, and more



# Financial Highlights



# Full Year FY20 Results

Operating Revenue  
\$13.5m

↑ **44%**<sup>1</sup>

Recurring Revenue  
\$8.8m

↑ **72%**<sup>1</sup>

4-year  
Recurring Revenue  
CAGR

↑ **97%**

Operating EBITDA  
\$2m

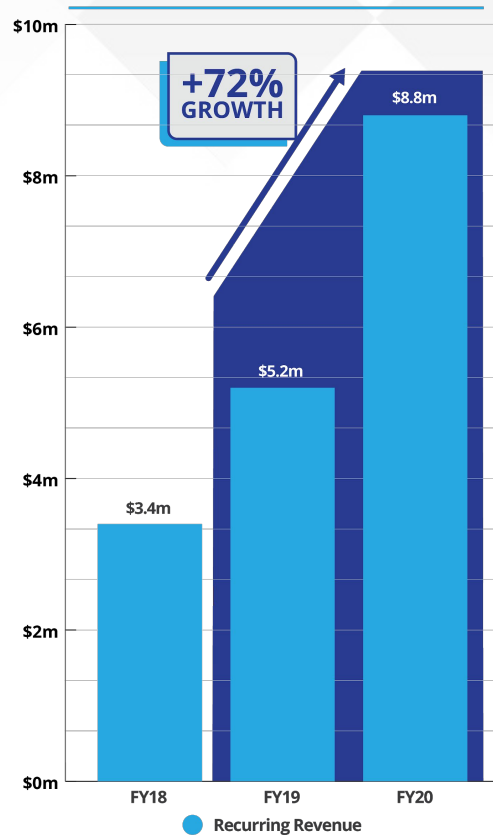
↑ **129%**<sup>1</sup>

Operating EBITDA  
1H v 2H

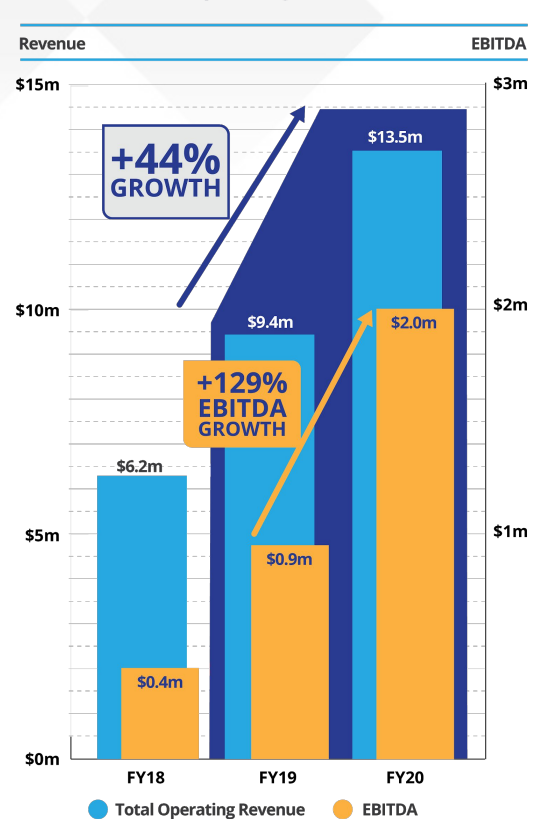
↑ **55%**

<sup>1</sup> Versus Previous Corresponding Period (FY19)

### Recurring Revenue (YoY Growth)

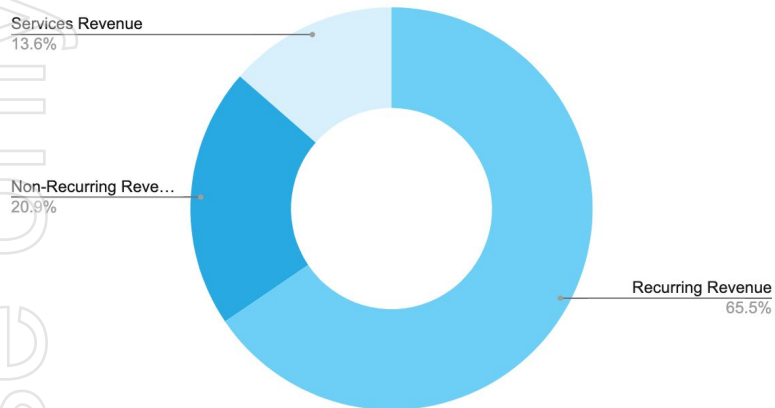


### Total Operating Revenue & Operating EBITDA



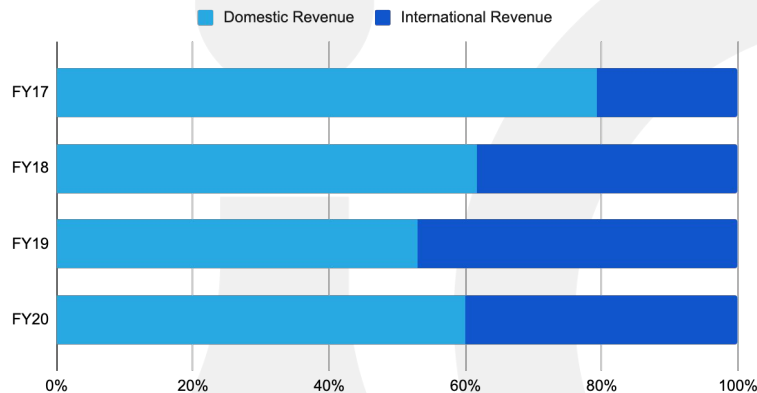
# Diversification of Revenue Mix and Operating Markets

## FY20 Revenue Mix



- Strong growth in Recurring Revenue, up 72% YoY
- Recurring revenues deliver 84% gross margin with a blended average of 78% across all three revenue types

## Operating Markets



- The acquisition of Beonic in July 2019 has concentrated total operating revenue back into domestic markets. However, the international markets have continued to expand throughout FY20.
- International revenue contributed 40% of total operating revenue in FY20 compared with 47% in FY19

# Q1 FY21 Results

Operating Revenue  
\$3.4m



21%<sup>1</sup>

Recurring Revenues  
\$2.2m



7%<sup>1</sup>

ARR<sup>2</sup>

\$11m

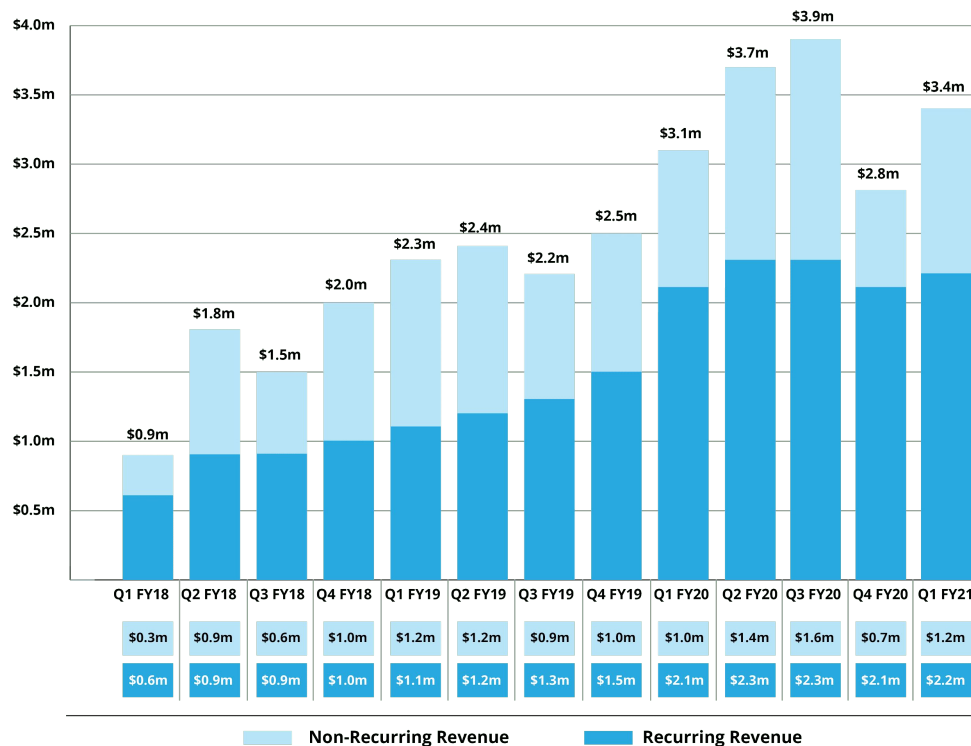
Cash at Bank  
\$2.7m  
@30 Sept 2020



27%

Debt Facility  
\$2m

\$1.9m  
Undrawn



<sup>1</sup> Versus previous period (Q4 FY20)

<sup>2</sup> Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q1 FY21 - inclusive of temporary suspensions as a result of COVID-19 & contracted revenues from the acquisition of Blix announced 14th September 2020



# Outlook



## Outlook

Key areas of focus for the remainder of the year include:



Increased investment into Marketing activities to continue to drive quality leads across all markets



Significant focus on key verticals including Grocery, Corporate offices, Universities, Schools and Municipalities



Ongoing development and rollout of new analytic products, such as OccupancyNow™, to drive new revenue streams



Focus on cash management and maintaining our strong balance sheet position



Specific focus on driving growth within our People Counting product and service offering across ANZ, UK and USA



Continue to pursue highly complementary accretive acquisitions to drive further growth and broaden our offering to current and new customers

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