



## Q1 FY22 Quarterly Results Presentation

*The World's First Omnidata Intelligence Company*

internal use only

# About Skyfii

## Digital & Data Transformation for Physical Venues

Our **mission** is to be the world's most trusted partner for responsibly using technology and data to positively measure, manage and influence relationships between people, and the places they visit.

Our **vision** is to improve visitor experiences by understanding human behaviour.

**11B** data points  
processed everyday

**90,000** connected IoT  
devices

**11,000+** venues

**+200** data integrations



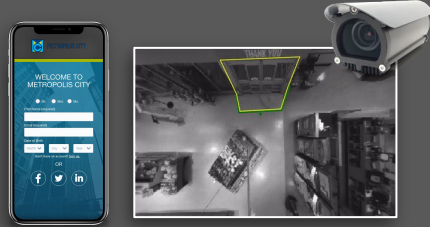
# Data Intelligence for physical spaces

- 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, LiDAR, 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.





# End-to-End Product & Services offering



## Technology Solutions

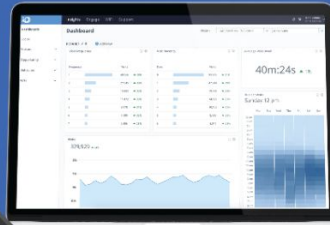
WiFi / People Counting /  
Cameras / IoT Devices/ LiDAR

**Solution Design**

**Project Management**

**Systems Integration**

**Managed Services**



## Skyfii IO Platform

Software-as-a-Service

**IO Connect**

**IO Insight**

**IO Engage**

**IO Labs**



## Professional Services

Data Science / Digital Marketing /  
Customer Success

**Digital & Data Strategy**

**Data Science**

**Digital Marketing**

**Customer Success**

# Key Uses for Skyfii across key verticals

We provide data analytics solutions to over 11,000 venues in +40 countries



## Commercial Property

- Occupancy Management
- Space Utilisation
- HVAC optimisation
- Visitor Registration & Contact Tracing



## Retail & Retail Property

- Marketing Automation
- Retail Planning
- Trade Area Analysis
- Customer Sentiment & Satisfaction
- Sales Conversion

SCENTRE GROUP

QIC



DAVID JONES

ONE FINE ONE  
PROPERTY



## Major Transport Hubs

- Queue Management
- Passenger Flow Management
- Workforce Management
- Retail Conversion

SYD Heathrow



## Sporting Stadia & Events

- Fan Engagement
- Crowd Analytics
- Event Attribution & Performance Analysis
- Retail Conversion
- Sponsorship & Advertising



AUSTRALIAN TURF CLUB

## Govt. Agencies & Cultural Institutions

- Event & Exhibition Attribution & Performance
- Exhibition Planning
- Occupancy Management
- Visitor Engagement
- Retail Conversion



SF MO MA



NATIONAL MUSEUM AUSTRALIA

# Financial & Operating Highlights



# Q1 FY22 Results

Operating Revenue  
+48%<sup>1</sup>

\$5.1m

Recurring Revenues  
+54%<sup>1</sup>

\$3.5m

Cash at Bank

\$5.8m

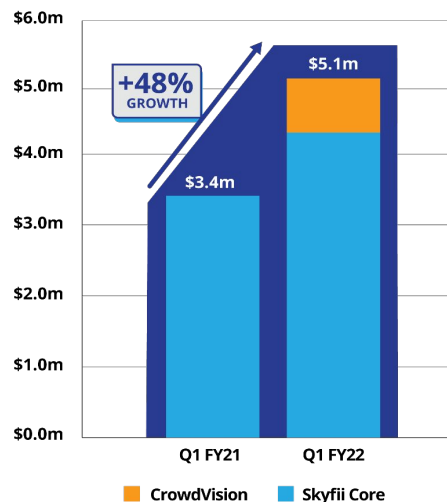
Debt Facility Undrawn

\$2.0m

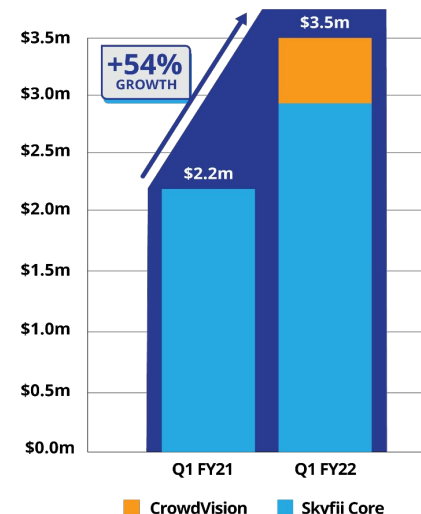
ARR

\$14.2m

Total Operating Revenue



Recurring Revenue



## Commentary

**CrowdVision** - During the quarter, \$1.3m of cash was utilised to repay CrowdVision finance debt and aged payables at acquisition. These are one time payments and are reflected in Skyfii net operating cash outflows of \$2.9m for the Q1 FY22 quarter

**ARR Growth** - Incremental ARR added during the quarter was \$0.5m, less customer churn of \$0.3m, delivered net ARR growth of \$0.2m QoQ. Strong build in ARR growth expected for the balance of the year

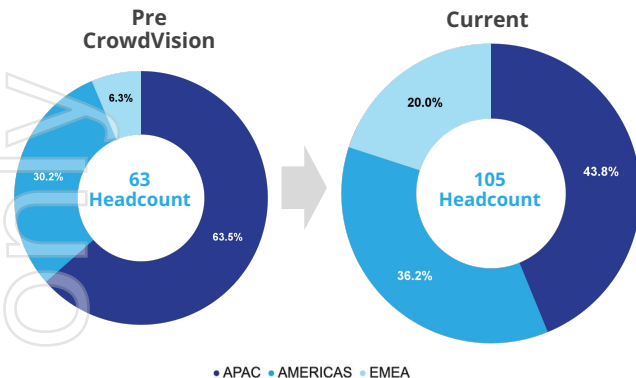
<sup>1</sup> Versus Previous Corresponding Period (Q1 FY21)  
<sup>2</sup> Annual Recurring Revenue (ARR) based on contracted recurring revenues as at September 2021 - inclusive of temporary suspensions as a result of COVID-19 & contracted revenues from the acquisition of CrowdVision announced 6 April 2021

# Headcount Analysis

Executing on hiring strategy to bolster international expansion

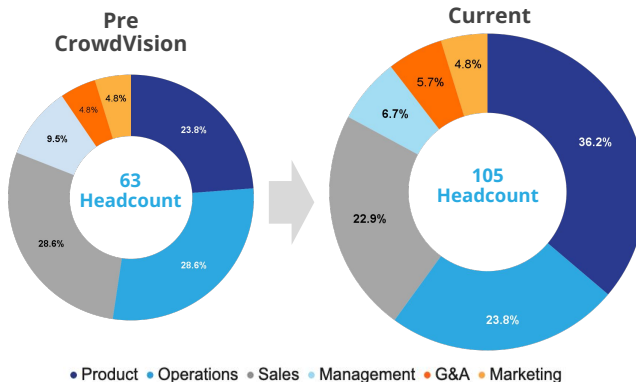


## BY REGION



	Skyfii	CrowdVision	New Hires	Current
APAC	40	0	6	46
AMERICAS	19	14	5	38
EMEA	4	17	0	21
TOTAL	63	31	11	105

## BY FUNCTION



	Skyfii	CrowdVision	New Hires	Current
Product	15	23	0	38
Operations	18	4	3	25
Sales	18	3	3	24
Management	6	0	1	7
G&A	3	1	2	6
Marketing	3	0	2	5
TOTAL	63	31	11	105

## Capital Raise - Use of Funds Rationale

The acquisition of CrowdVision and subsequent capital raise has been a catalyst for the company to invest for growth, with a particular focus on the North America and EMEA regions.

The company remains committed to investment into Sales, Marketing and Service delivery headcount to drive additional revenue growth in all regions



# EMEA

## Spotlight:

### Recent Contract Wins

Post the end of the quarter, the Company announced key contracts in the EMEA region with a combined **Total Contract Value of over \$1.6m**, including:



Majid Al Futtaim (MAF), owner and operator of shopping malls, retail outlets and leisure centres in the Middle East, including Mall of the Emirates



Quick Service Restaurant operator, McDonald's signed a three-year deal for the provision IO Connect Guest WiFi and IO Insights data analytics platform across 183 restaurants across the UAE



International shopping centre group McArthurGlen Designer Outlets signed a three-year contract extension across 24 designer outlet malls in the UK and Europe.

# CrowdVision Integration and Update

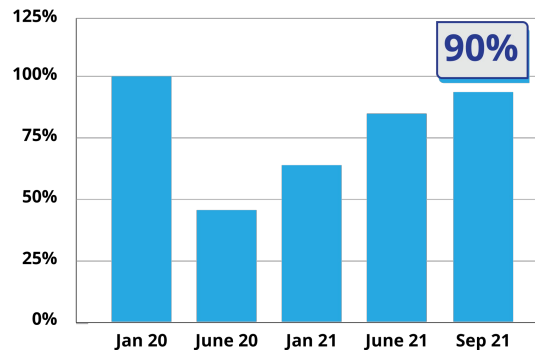
- Completed the acquisition of CrowdVision for a total consideration of AU\$10m (of which 56% funded via equity issued to CrowdVision at a Skyfii share price of \$0.209). Breakdown listed below:

Upfront cash consideration	\$1.3m
Net debts owed by CrowdVision	\$3.1m
Deferred equity Consideration (issued a \$0.209)	\$5.6m
<b>Total Consideration</b>	<b>\$10.0m</b>

- Skyfii's integration of CrowdVision has performed ahead of expectations
- The transaction was strategically counter-cyclical and provides significant scope for Skyfii to generate revenue uplift as global air travel

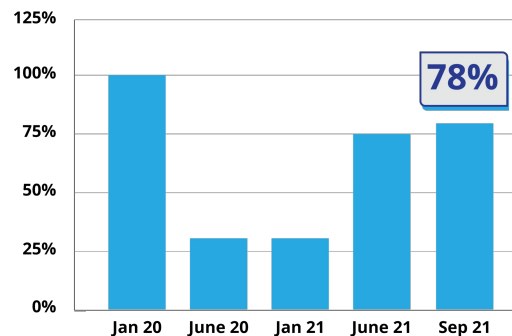
## North American Air Travel

(7 day seat average, YoY compared to 2019)



## European Air Travel

(7 day seat average, YoY compared to 2019)



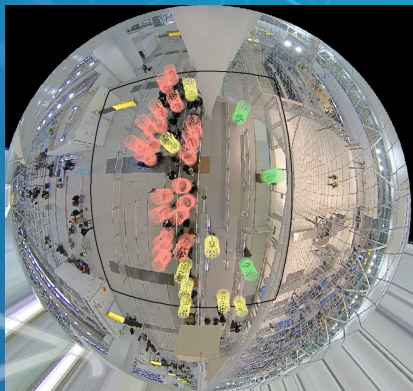
*Global air travel is recovering after the impact of COVID-19*

*Skyfii generated approximately ~15% of Q1FY22 revenue from the airport vertical*

*Over US\$3.1m in client evaluation & contract negotiation in the airport vertical*

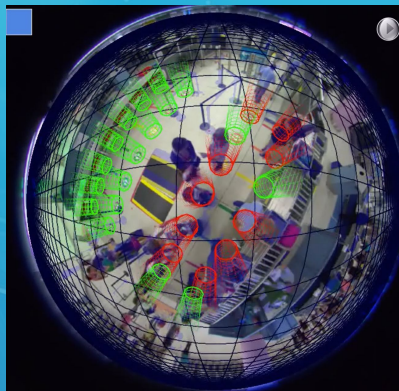
*Skyfii is operating in over 80 airports globally*

*USA passenger numbers are back at pre-COVID levels*



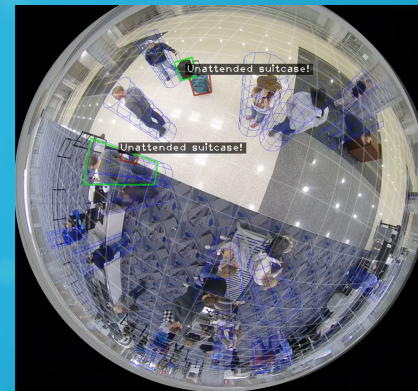
## SOCIAL DISTANCING

Metrics to measure crowd safety



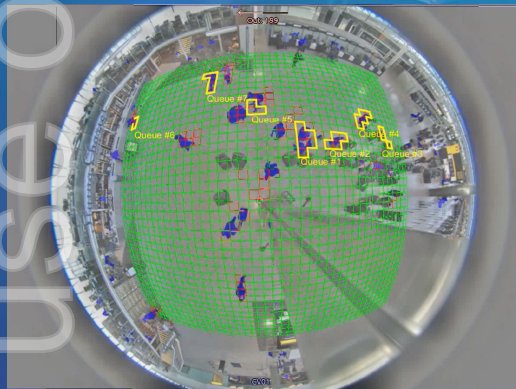
## SECURITY CHECKPOINT

Checkpoint stuffing optimisation



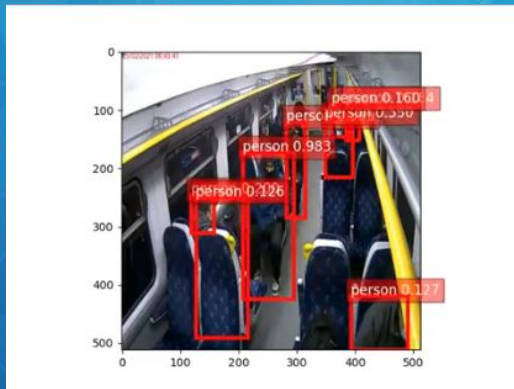
## TAXI RANK

Curb to gate



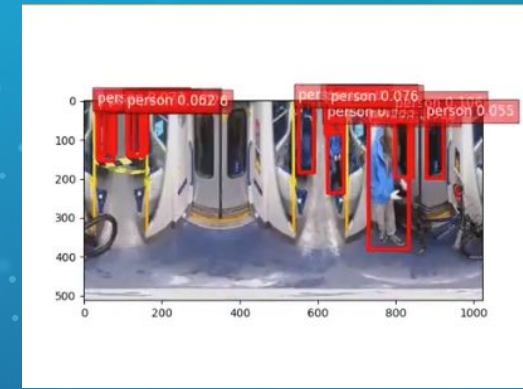
## DYNAMIC QUEUES

Automatic queue detection



## TRAIN CARRIAGE OCCUPANCY

Real time carriage occupancy management



## TRAIN STATION

Platform dwell and occupancy



# — Outlook

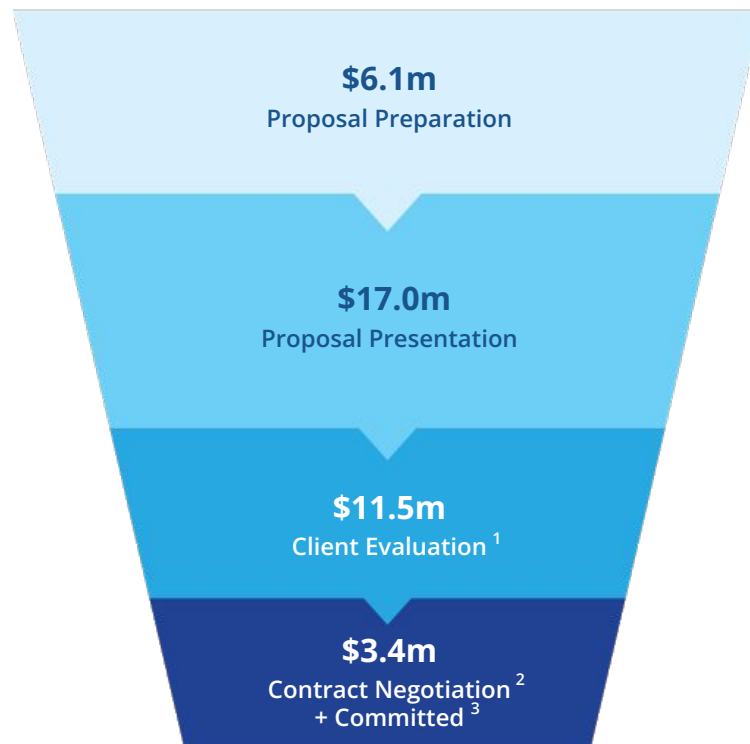




# Sales Pipeline Primed for Conversion

- Continued flow of enquiries from a spread of verticals including smart cities, commercial buildings, airports, healthcare facilities, hotels, stadiums and retail
- International markets representing >65% of sales opportunities in pipeline
- ~23% of deals have the potential to influence 1H FY22
- With over \$38m in advanced stage deal value, we are well positioned to deliver even stronger revenue growth in the coming quarters.

## 12-Month Rolling Pipeline



<sup>1</sup> Client Evaluation - a proof of concept, the customer understands the value proposition of the offering and is expressing interest to proceed but requires more time to evaluate or requires internal budget approval on the proposal before proceeding any further.

<sup>2</sup> Contract Negotiation - sales have firmed up pricing and issued it to the customer, the customer has provided an indication that they wish to proceed and we are in the process of negotiating the final commercial terms.

<sup>3</sup> Committed - the customer has committed to the commercial terms in writing but is not ready to be invoiced yet.

# Outlook & Strategy

Key areas of  
focus for FY22:



Continued investment into marketing activities to drive quality leads across all markets and products



Increased investment into Sales, Support and Services headcount to drive additional revenue growth in all regions



Convert pipeline to deliver ARR ahead of analyst estimates of \$20m



Significant focus on key verticals including Airports, Stadiums, Grocery, Corporate Offices, Universities, Schools and Municipalities



Expansion of our reach in to the rapidly growing and lucrative UAE region



Integration of the CrowdVision technology solution into the Skyfii offering and retirement of the legacy platform

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