



## FY21 Annual General Meeting 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

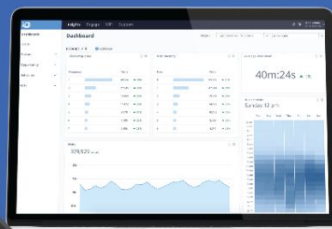
WiFi / People Counting /  
Cameras / IoT Devices/ LiDAR

**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

# FY21 Review



## Products & Services



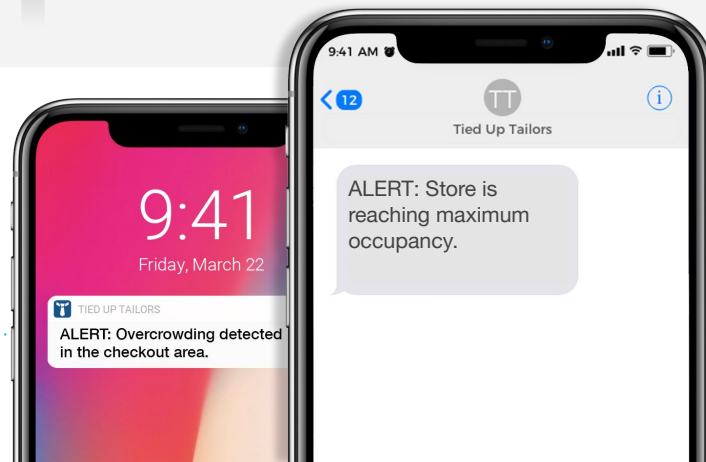


## Live Occupancy & Crowd Analysis

Accurately monitor live occupancy and congestion.

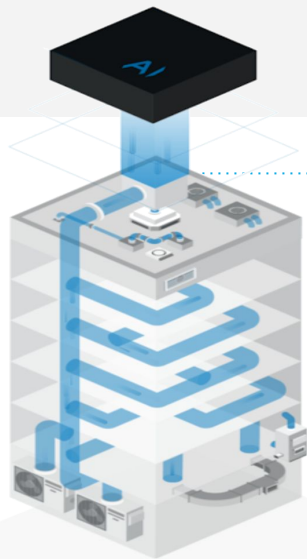
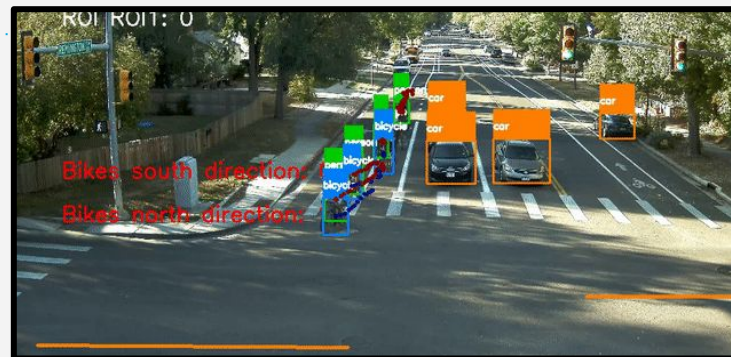
## Automated Staff Alerts

Proactively manage and respond to congestion and overcrowding.



## 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.

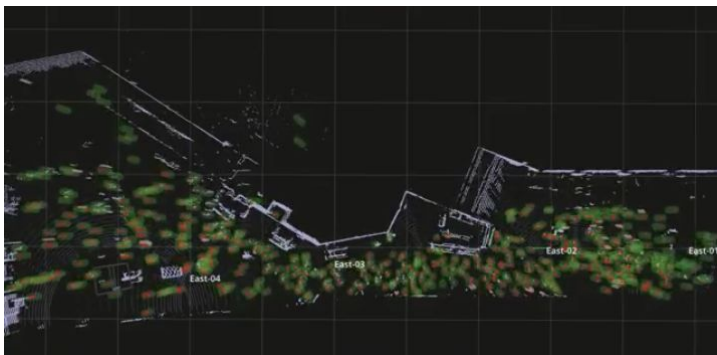
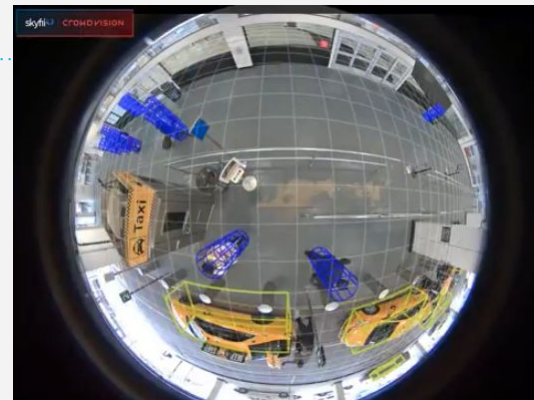
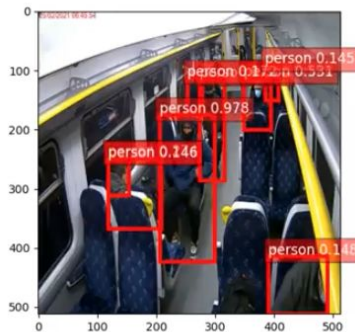
## Computer Vision

### TRAIN CARRIAGE OCCUPANCY

Real time carriage occupancy management

### TAXI RANK

Curb to gate passenger management



## LiDAR

### PASSENGER THROUGHPUT

Real time passenger movement through a terminal

# Notable Contract Wins



# Notable Contract Wins in FY21



Skyfii continues to demonstrate the true versatility of its products and services by securing a number of contract wins across multiple regions and verticals. Some notable contract wins during FY21 included:



## Boingo

- The strategic partnership will equip Boingo to resell the full suite of Skyfii's IO products and services
- Boingo is one of the largest providers of indoor Wireless networks reaching more than a billion people globally



Landsec

## Land Securities

- Skyfii inks new deal with UK-based property group Land Securities



## Mark Anthony Wines

- Guest WiFi and Insights for three-year contract across six wineries and room for expansion



## Pareto

- Skyfii enters into a four-year contract with South African property group PARETO



## National Gallery of Australia

- Skyfii signs agreement with National Gallery of Australia on a three-year term



## Metro Washington Airports

- Skyfii expands agreement with Boingo Wireless into Dulles and Reagan National airports



## Retail Business Services

- Skyfii extended its supermarket chain partnership with RBS and now has 53 supermarkets under contract



## Omaha Zoo

- Skyfii has signed a five year agreement with Omaha's Henry Doorly Zoo & Aquarium in Omaha Nebraska

## Other wins include:



# Key Contract Renewals Completed in FY21

The successful completion of major renewals in FY21 is a testament to Skyfii's stickiness and the high utility it provides to its customers. Key renewals wins in FY21 include:

- o David Jones
- o Nuffield Health
- o GPT Group
- o Nandos EMEA
- o The Kooples
- o McArthur Glen
- o SFMOMA
- o JCPM Brazil
- o AB Nordiska Kompaniet

SF<sup>MO</sup>MA



GPT

DAVID JONES

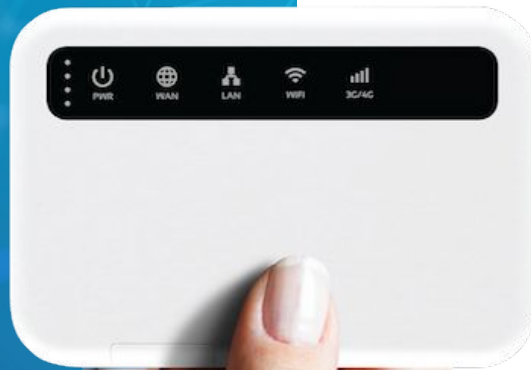


THE KOOPLES  
PARIS

# Acquisitions



# BLIX



## Acquisition of Blix has strengthened presence in Auto and Retail Verticals

- In-venue analytics to increase sales conversion
- Strong penetration in Retail & Automotive
- Plug 'n play device for customer data capture
- Advanced counting algorithm, **CountSmart™**
- Optimal for small to medium sized venues
- Attractive acquisition multiple of 0.77x recurring revenue

# CROWDVISION

a skyfii<sup>io</sup> company

## Acquisition of CrowdVision has provided market leading position in lucrative airport sector

- Scalable and modular multi-sensor data capture and analysis platform with powerful AI/ML technologies and Computer Vision
- Market leader in US Airports vertical with 13 out of the top 30 airports under contract, with high barriers to entry
- The only TSA approved supplier for the US airport sector; GTM partnership with Verizon
- Large unaddressed TAM + Opportunity to lever product into new verticals such as Stadiums, Casinos, Rail/Transit hubs
- The transaction was strategically counter-cyclical and provides significant scope for Skyfii to generate revenue uplift as global air travel

## Transaction Highlights

- Transaction completed for a total consideration of AU\$10m, of which 56% funded via equity issued to sellers at share price of \$0.209
- Breakdown includes:

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

# FY21 Financial & Operating Highlights



# Full Year FY21 Results<sup>1</sup>

Operating Revenue  
+18%<sup>1</sup>

**\$15.9m**

Recurring Revenues  
+28%<sup>1</sup>

**\$11.3m**

Operating EBITDA

**\$1.6m**

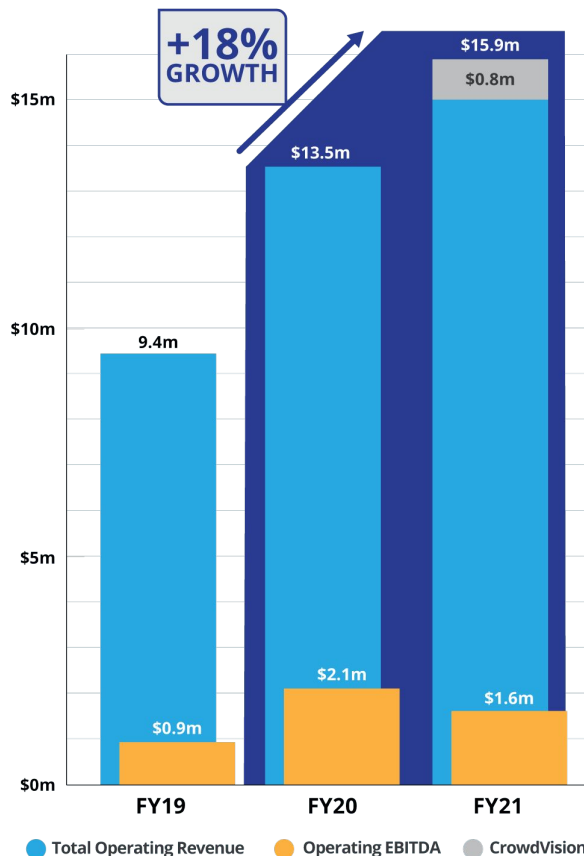
ARR  
+40%<sup>2</sup>

**\$14m**

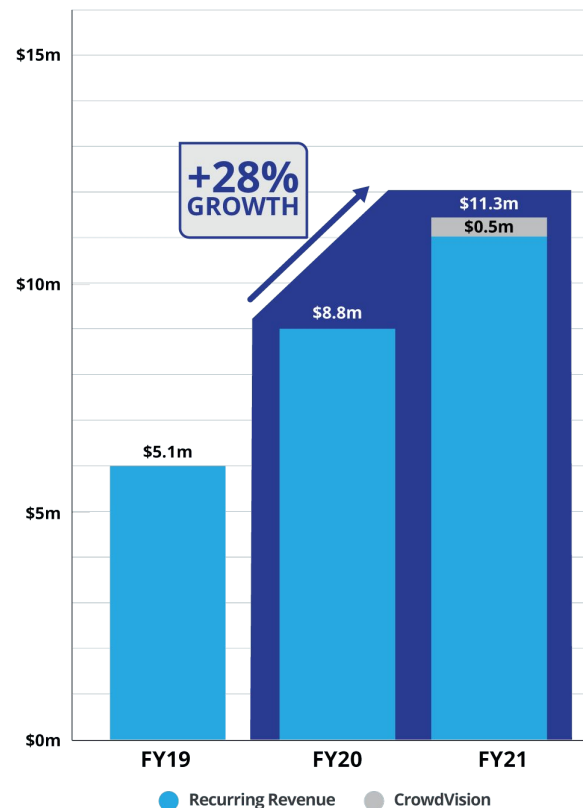
1. Annualised Recurring Revenue (ARR), Total Operating Revenue, Recurring Revenue and Operating EBITDA are inclusive of CrowdVision from 6 April 2021.

2. Versus Previous Corresponding Period (FY20)

## Total Operating Revenue & Operating EBITDA



## Recurring Revenue



# Q1 FY22 Results

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

**\$5.1m**

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

**\$3.5m**

Cash at  
Bank

**\$5.8m**

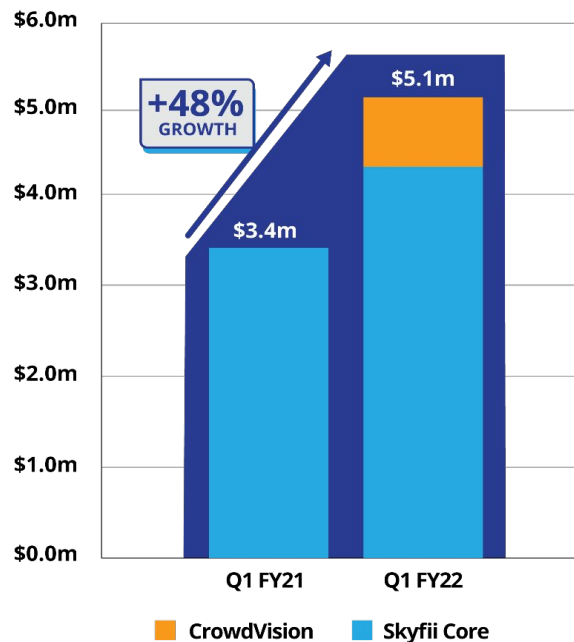
Debt  
Facility  
Undrawn

**\$2.0m**

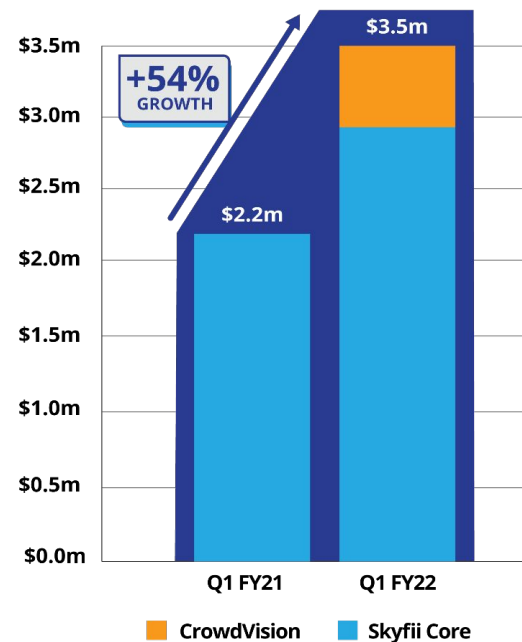
ARR

**\$14.2m**

## Total Operating Revenue



## Recurring Revenue



1. Versus Previous Corresponding Period (Q1 FY21)

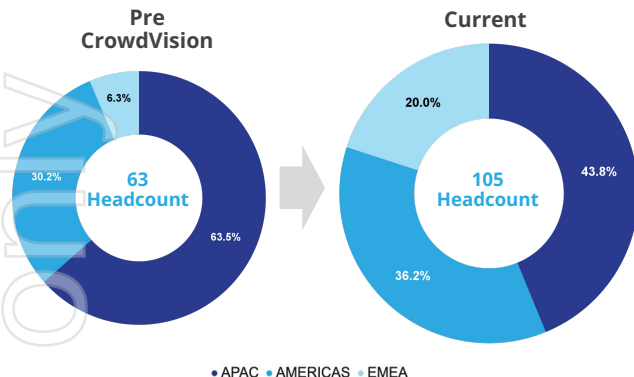
2. Annual Recurring Revenue (ARR) based on contracted recurring revenues as at September 2021 - inclusive of temporary suspensions as a result of COVID-19 & contracted revenues from the acquisition of CrowdVision announced 6 April 2021

# Headcount Analysis

Executing on hiring strategy to bolster international expansion

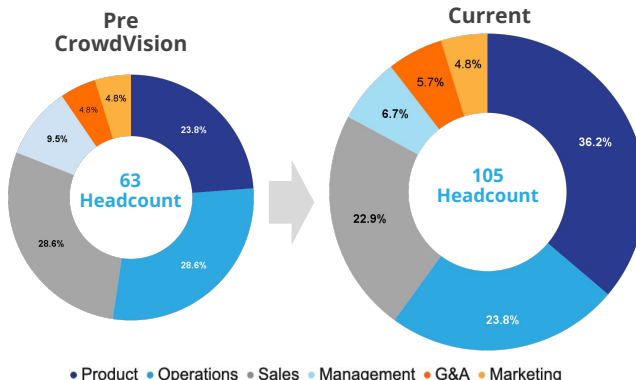


## BY REGION



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

## 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
<b>TOTAL</b>	<b>63</b>	<b>31</b>	<b>11</b>	<b>105</b>

11 new headcount since acquisition of CrowdVision

New hires focussed in sales, marketing and operations

The company is well positioned to deliver against our growth targets

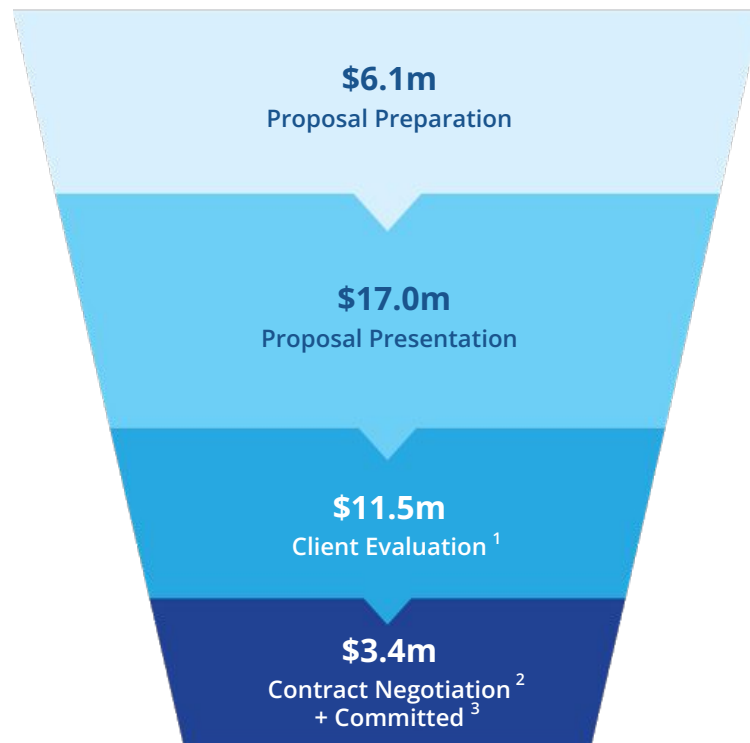
# — Outlook



# 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

# Important Notice and Disclaimer

This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (Skyfii or the Company). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation may contain information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements, as are statements regarding the Company's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause actual results to differ materially from those expressed or implied in such statements.

The Company cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that the Company's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and the Company assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

All references to dollars are to Australian currency unless otherwise stated.

To the maximum extent permitted by law, the Company makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, the Company shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.



#### **Media**

John Rankin  
Chief Operating Officer  
*Skyfii*

**p:** +61 2 8188 1188

**e:** john.rankin@skyfii.com



#### **Investors**

Craig Sainsbury  
Executive Director  
*Market Eye*

**p:** +61 428 550 499

**e:** craig.sainsbury@marketeye.com.au

