

## Skyfii 2022 AGM Chairman's Address

Good morning, Ladies and Gentlemen, my name is Andrew Johnson, and I am the Chairman of Skyfii Limited. On behalf of the Board of Directors, I am pleased to welcome you to the 2022 Annual General Meeting, the 8th AGM for Skyfii as a listed Company.

I am advised by the Company Secretary that this meeting has been validly convened and that we have a quorum of shareholders present.

It is just after 10am, so I declare this 2022 Annual General Meeting of Skyfii Limited open.

I would like to start by acknowledging my fellow Directors who are joining the meeting today. With us are our CEO and Managing Director, Wayne Arthur, Executive Director and COO, John Rankin and Non-executive Directors Kirsty Rankin, Mark Devadason, Bob Alexander and Sue O'Malley. We have a talented and experienced Board that brings a very broad range of complementary skills and governance capability to our Company.

I propose to give a brief address on what we, as an organisation, have achieved during an extremely challenging year and identify what the Board regards as the critical current and future challenges we must focus on. After that, I will ask Wayne and John to give you some more insights into our business, financial performance in FY22 and the outlook for FY23 and beyond.

### Year in Review

FY22 was a year in which the Company successfully executed the strategies that we, as a Board and Executive team, set out to achieve and communicated to the market at our 2021 AGM. One of the key decisions was to invest for future growth, primarily via expanded sales, service delivery and additional project management capacity, in order to capitalize on the global market opportunity and with a view to driving our revenue in FY22 to set the business up to deliver future operating leverage. This decision was made based on the Company's strong balance sheet, following the capital raise in April 2021, and was consistent with the stated use of funds outlined as part of that capital raise process. Our expectations were that the investment would assist in delivering significant revenue growth in FY22 and provide a stronger global foundation for continued scalable growth. I am pleased to report that the Company has delivered a 49% revenue growth result year on year. Consequently, as was indicated in our market statements and in my AGM address in November 2021, that investment carried a capital cost which negatively impacted our cash flow and ultimately our cash position through the year. Despite that investment, we were able to maintain a very prudent cash position throughout the year. We were clear in our belief that the investment was justified and would be well spent in improving both ongoing performance, reducing ongoing operating costs and

ASX: SKF | 15 November 2022

resolving some well recognised risks that we had not previously been in a position to address as thoroughly as we believed necessary despite the short term impact on our capital position.

I am pleased to report that these investments are clearly producing the planned results and entered FY23 with strong momentum in booked revenues and pipeline development. The investments have strengthened our Company and positioned Skyfii as a business capable of performing at a significantly improved level of operational efficiency and we are confident in reiterating our expectations of delivering sustainable positive cash flow in 2HFY23.

### **FY22 Investing for Growth**

Skyfii has grown significantly over the past two years via a deliberate and stated strategy of investment in sales resource, technology development, complementary and accretive acquisitions to drive long term sustainable growth. In FY21, the Company expanded its scale and breadth via the strategic acquisition of CrowdVision, a leading Crowd Analytics software company providing passenger flow, queue monitoring and management solutions to the global airport sector. The acquisition diversified our product offering, added new technology into our portfolio and increased our global presence. The acquisition of CrowdVision, which is focussed primarily on the airport sector, consolidated our position as the leading provider of venue analytics in the global transportation vertical. The strategic decision to acquire the business at the nadir of international travel was deliberate and is generating strong revenue momentum as global travel returns to pre COVID passenger numbers. The acquisition provided a platform for Skyfii to expand its customer base globally, particularly in the lucrative airport vertical in the USA and EMEA. Following the acquisition and the subsequent capital raise, the Board and Management team made a deliberate decision to invest into our operating model in 2022. These investment decisions were made to provide scale, both in terms of people and product, in order to capture the growth we see in the global venue analytics space

To deliver against our growth aspirations, we needed to invest into more headcount, particularly in our sales and delivery teams globally. Moving forward, we expect opex growth investment to be lower and our hiring will be focussed on specific skills sets. We made the strategic decision to implement an outsourcing and offshoring program to provide more cost effective options, aid retention, address salary inflation and address gaps in talent acquisition. This program is underway and already delivering both cost efficiency and attracting some industry leading talent to our organisation.

The combination of these strategic initiatives with the supportive tailwinds of an increasing global focus on crowd analytics and venue occupancy management positions the Company to deliver

continued revenue growth and a sustainable cash flow breakeven position during the current financial year.

### Data Security

Recent events highlight the importance of data security. Skyfii processes over 11 billion data points every day from 90,000 devices across over 13,000 venues globally. Data security and privacy is at the core of our business and continues to be our top priority. Our ability to safeguard the data we capture and analyse for our venues is at the heart of what we do and is critical to maintaining the longstanding trust and confidence of our customers. Security is one of the core pillars of Skyfii's vision. Skyfii has taken the necessary steps to ensure that security is embedded in our operations and technology. Our systems are designed to enable customers to protect their data and support compliance with privacy legislations such as the General Data Protection Regulation (GDPR) within the EU or the California Consumer Privacy Act (CCPA) within the USA. Skyfii encrypts data at rest and in transit for all our customers and our platform is built on secure and highly resilient infrastructure and in line with industry best practices. In conjunction with our tier one global partners, we can protect assets, withstand and recover from sophisticated attacks. Furthermore, with the growing emergence of cyber criminals across the globe and the ever evolving threat landscape, we continue to invest, adapt and advance our protections against the most sophisticated forms of cyber threats.

During the FY22 year we made a significant and proactive investment into our Security practice. Part of this investment included the appointment of a Head of Cyber Security function. The Company places great importance on information and cyber security to protect against threats, taking a proactive and continuous approach to security. Our security strategy prioritises detection and response to known or unexpected cyber threats and manages cyber risks efficiently.

It is also important and pleasing to note that we recently underwent an external security assessment, including a penetration test that was conducted by an independent and well qualified cyber security firm to identify the exposed attack surface of Skyfii's web applications and provide a view of the internal and external security posture. It was noted that our security posture is considered strong and effective to protect against the current and emerging threats every business is exposed to.

We will of course continue to assess our cyber security posture to enhance and evolve the overall security program and identify new and emerging cyber risks and our technical capabilities and practices are continuously improved to match the new advancements of modern threats as they evolve.

## Our People

Our Company offers more than just a data platform. Our people and technology ensure that our solutions are customised to allow physical venues to optimise the experience of the venue for their customers. Through our investment in growth and acquisitions, our staff quota has grown to over 100 people located across Australia, North America and the EMEA regions. Our team's skills span the fields of IT/AI technology, data security, marketing, commercial, data science and technical service delivery. As a business, we must ensure that we attract and retain key talent in a highly competitive global landscape and as an organisation, we have built an ambitious, progressive and agile culture.

We continue to ensure that our incentive structure is aligned to global best practice. The Board has reviewed the employee share plan and executive option plan against our global technology peers. As a result of the review, we have restructured our incentive program to minimise the dilution of share capital, yet provide adequate incentives for our staff. The combination of our culture, our offshoring initiatives and our remuneration structure give the Board confidence that we will be able to continue to attract the leading exponents in the fields in which we operate.

This year has seen Skyfii place particular focus on building the foundations for growth through its people function with the introduction of a Head of People and Culture function, the delivery of a new performance management process strongly linked to remuneration that is appropriate, the implementation of new systems, policies and processes that enable us to consistently improve our compliance and analytics to an international standard, and the launch of a company intranet to improve global communication and accessibility.

Finally, one of our more significant people related milestones has been the successful establishment of our support office in The Philippines to improve efficiency, as well as establishing our footing in Portugal to expand our world class technology capabilities beyond Australia and the United States. The leadership team, together with the Board, will continue to focus on building a culture that is ambitious, collaborative and respectful.

## Board Renewal

As we continue to grow, the ongoing strengthening of the Company's Board ensures we have the right skill set, diversity of experience and corporate governance capability to execute successfully on this ongoing program of growth. Following the end of the financial year we announced the appointments of Mr Mark Devadason and Mr Bob Alexander as Non-Executive Directors. Bob's previous Non-Executive Director roles and experience as a global CFO in technology solutions and digital media brings a highly complementary skill set to the Board and Mark's proven leadership and geographically diverse background in banking, finance and sustainability further diversifies the skill set and background of the Skyfii Board. Kirsty, Bob and Mark, along with our Senior Management

ASX: SKF | 15 November 2022

team led by Wayne and John, provide a deep and extensive background to guide the Company on its next phase of growth.

I would also like to take this opportunity to thank Sue O'Malley for her contribution to Skyfii. Sue is stepping down as a non-executive Director after joining the Board in September 2018. Sue's insights and experience in the listed property sector coupled with her general senior management experience has proved exceptionally valuable for the Board and I wish her well on her future endeavours. I particularly would like to compliment her on the excellent job she has done as Chairman of the Remunerations and Nominations Subcommittee of the Board where she lead the search and recruitment activity that resulted in three excellent new Directors joining the Board and her work with our new Head of People and Culture where their combined efforts have dramatically improved the professionalism of how Skyfii undertakes the multiple aspects critical role of managing and rewarding our people at a time when the acquisition and retention of quality people is a demanding task for any company but particularly one that needs to maintain technical leadership in a complex field with operations spread across the globe.

### Outlook

Our pipeline of venues including airports, commercial properties, quick service retail (QSR) chains, municipalities and stadiums remains strong and well advanced, and in conjunction with our cost efficiency initiatives, will ensure long term, sustainable and profitable growth for Skyfii. Specific areas of focus for the Skyfii team in FY23 will include:

- A renewed focus on our three core verticals of Retail, Transportation and QSR
- Resolution of internal delivery bottlenecks and supply chain issues that impacted 2H FY22 project closures;
- A focus on collections and closing out of projects to recognize outstanding revenues
- Cost rationalisation and efficiency initiatives including offshoring talent to deliver material cost savings and maintain margins; and
- Deliver ARR growth to >\$20m in FY23 and deliver sustainable positive cashflow in the 2HFY23

I would like to thank our Board of Directors and the entire Skyfii team for their hard work and resilience during FY22 and I would also like to thank our new and existing shareholders for their continued support.

I will now hand you over to Wayne and John to take you through the FY22 financial year and the operational outlook for the coming period.

ASX: SKF | 15 November 2022

## About Skyfii

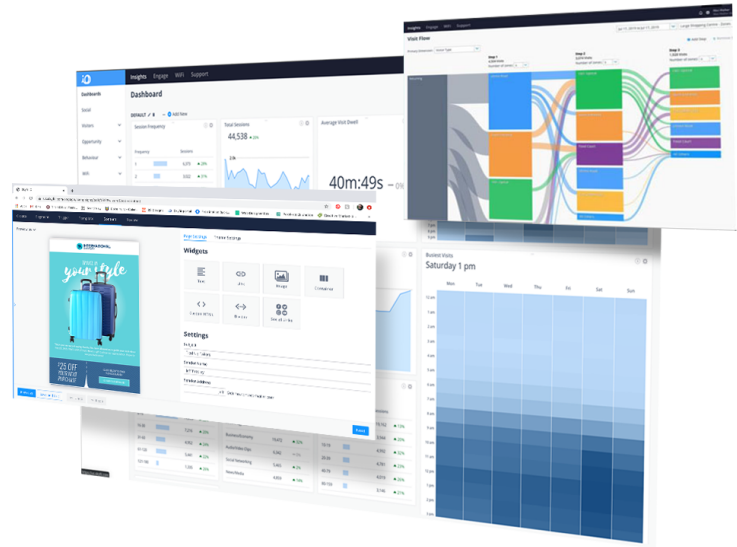
Skyfii helps organisations activate the power of their data through technology & human ingenuity, to find new ways to optimise the spaces where we live, work, shop, travel & play.

Skyfii's IO platform unifies your data points on one proprietary platform to give you the insights needed to solve the complex challenges of your present and future.

We ingest data from a diverse range of technologies including WiFi, Camera, People counting, LiDAR, CCTV and IoT devices. We combine these datasets with contextual data like weather, retail sales and sociodemographic to improve operational performance for retailers, airports, stadiums, smart cities and other public and commercial venues.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering:

A team of data science and digital marketing consultants who help our clients harness more value from their data.



This announcement has been approved by Skyfii Limited's CEO.

Learn more at [www.skyfii.io](http://www.skyfii.io) or follow Skyfii updates at <https://au.linkedin.com/company/skyfii>

### Media

John Rankin  
Chief Operating Officer  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)

### Investors

Craig Sainsbury  
Market Eye  
P: +61 428 550 499  
E: [craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)