



Connect.  
Understand.  
Engage.  
Retain.

## INVESTOR PRESENTATION

Harnessing Big Data to drive  
customer loyalty & sales

January 2015

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# WHO IS SKYFII?

SkyFii is a data services company that helps retailers **understand BIG DATA** and make it **actionable in real time** to drive customer loyalty and sales.

## WHAT DO WE DO?

SkyFii **install and manage** Free Public WiFi networks for Shopping Centres, Retail Outlets and other venues. Our proprietary technology platform **captures, analyses and optimises** rich customer **behavioural data** and provides retailers with the means to **better understand and engage** with customers.

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# INVESTMENT HIGHLIGHTS



- Established revenue generating **Australian retail technology** company
- Utilises **Big Data** to drive customer loyalty and sales
- Emerging leader in sector – **First mover advantage**
- Strong pipeline of existing and prospective **Tier 1 clients**
- Leverage to **rapid growth industry** – Mobile Technology & Big Data
- **Scalable and proven** business model – ‘Sticky’ recurring revenue model
- **Proprietary Technology** Platform – Best of breed
- Experienced **Board & Management**



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## BUSINESS OVERVIEW

# DELIVERING A 360° VIEW OF THE CUSTOMER

## 1. Connect.

- ✓ Free Wi-Fi
- ✓ Bluetooth beacons
- ✓ One-time registration



## 2. Understand.

- ✓ Customer habits & behaviours
- ✓ On- and offline
- ✓ In & out of store



## 3. Engage.

- ✓ Mobile
- ✓ Email
- ✓ Social
- ✓ In-App

- ✓ Hyper-local
- ✓ Omni-channel
- ✓ Push & Pull



## 4. Retain.

- ✓ Loyalty
- ✓ Redemption
- ✓ Points
- ✓ Rewards



One platform  
that makes it all possible



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# PROPRIETARY DATA MANAGEMENT PLATFORM

Dashboard

Customised desktop view

Remote Hotspot Management

Virtual network control

Content Management System

Content hosting

Publishing Platform

Content creation and serving

Data & Analytics Engine

Data capture, analysis & reporting

Content delivery channels

Engagement services





# BIG DATA STRATEGY: CREATING THE CUSTOMER PROFILE



## Membership Services

- Facebook ID
- Email address
- First name
- Last name
- Gender
- Age range
- Mobile number
- Product/retailer/event/centre favourites

## eDM/SMS Data

- Emails/SMS sent
- Emails opened
- Links clicked

## Wi-Fi

- Name
- Email address
- Phone number (incentivised)
- MAC address
- Device details (brand & device)
- Location & in-centre behaviour
- Web browsing
- Age & gender (via Facebook)
- Usage (data & time)

## Visitor Master

### Visitor Profile

- Email address
- Mobile number
- First name
- Last name
- MAC address
- Address
- Social IDs
- Demographics
- Device details
- Product etc. favourites

### Enrichment

- Life-time value
- Recency
- Frequency
- Monetary
- Dwell time
- Purchase propensities
- Segmentation
- Recommendations

## Google Analytics

- Device details
- App behaviour:
  - > Product
  - > Brand
  - > Retailer
  - > Centre
  - > Events
- Retailer conversions

## "Owned" Social Media

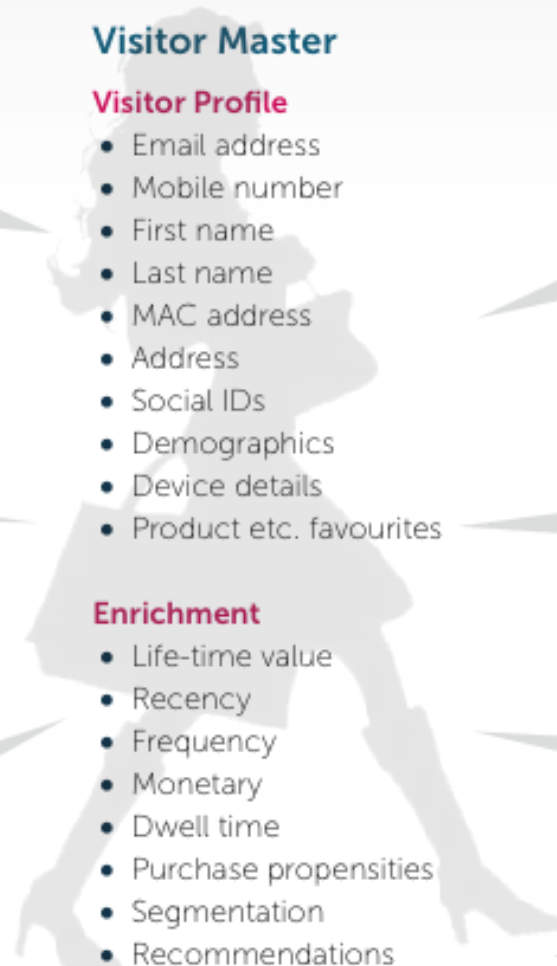
- Social ID
- Name
- Social networks
- Comments
- Likes

## Express Parking

- Licence Plate
- Behaviour/usage

## Future Data

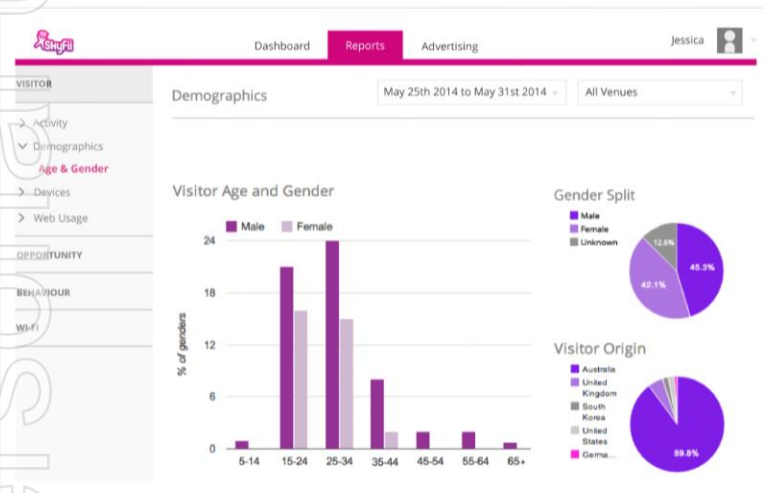
- Gift card
- Social "firehose"
- 3rd party data exchanges



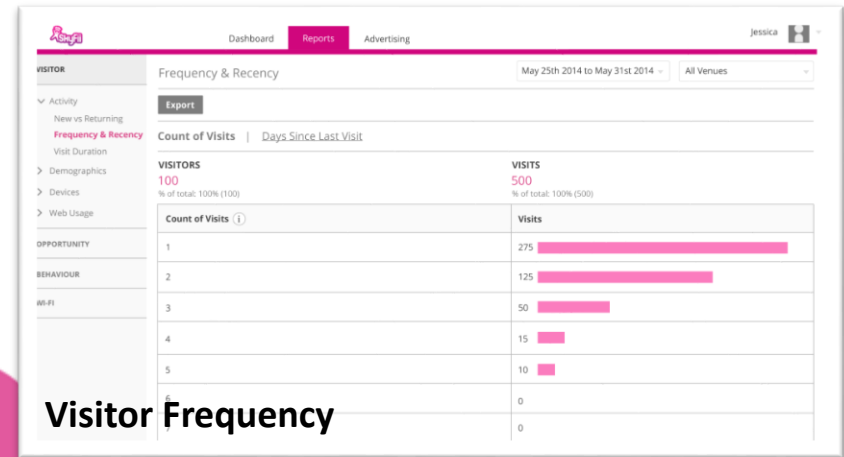
# DELIVERS ACTIONABLE DATA



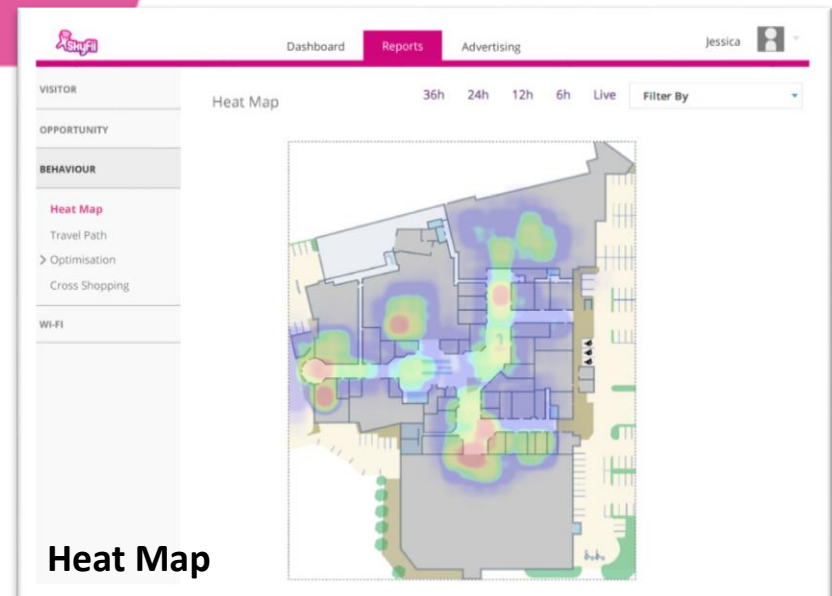
Dashboard



Visitor Demographics



Visitor Frequency



Heat Map

# BENEFITS OF SKYFII



## FOR RETAILERS

- ✓ High-quality Wi-Fi: deliver valuable customer experience
- ✓ Attract customers and keep them in-venue longer
- ✓ Build a rich customer database
- ✓ Access to customer behavioural and intent data
- ✓ Use data to maximise sales, marketing, inventory management
- ✓ Engage with customers through novel advertising channels & targeted messages
- ✓ Push exclusive offers via mobile

## FOR ADVERTISERS

- ✓ An engaging content delivery channel
- ✓ Target customers in REAL TIME
- ✓ Capture location-based and behavioural data
- ✓ Use data to maximise sales advertising & marketing efforts
- ✓ Higher click through rates (CTR)

## FOR CUSTOMERS

- ✓ High-quality, reliable, free Wi-Fi: stay connected while on-the-move in-centre
- ✓ One-time registration & automatic re-connection on subsequent visits
- ✓ Receive rich, engaging, targeted information for favourite brands & products
- ✓ Receive information related to venue (special events, offers)
- ✓ Exclusive offers to redeem in-venue

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A person's hands are visible in the foreground, holding a smartphone horizontally to capture a photo of a stage. The stage is illuminated with vibrant, out-of-focus lights in shades of blue, purple, and yellow. The background is dark, emphasizing the bright stage lights. The overall atmosphere is that of a live performance or concert.

**REVENUE MODEL**



# REVENUE STREAMS



## ANALYTICS

*Online measurement metrics for bricks and mortar retailers*

### RICH CUSTOMER SEGMENTATION

- ✓ Demo, geo, psychographic, life stage

### LOYALTY METRICS

- ✓ New Vs Repeat customers
- ✓ Frequency of visit, dwell time, day of week, time of day

### BENCHMARKING & COMPARISON

- ✓ Cross shopping
- ✓ Trend or spot analysis

## DATA SERVICES

*Bridging the gap between advertising placement and sales generation*

### REAL TIME AUDIENCE MEASUREMENT

- ✓ OOH applications
- ✓ Real time ad serving opportunities
- ✓ Informing media agencies to improve media attribution and placement

### SKYFII MOBILE ANALYTICS

- ✓ Creating an index for in-store mobile behaviour

## ADVERTISING

*Contextual, personalized, location based content delivered in REAL TIME*

### SKYFII MAIL

- ✓ Targeted email and SMS

### SKYFII MOBILE

- ✓ Personalized static & digital content delivery in real time.

### IN-APP

- ✓ Integrate with a venue's APP to push proximity marketing content based on location and interest profile.

# REVENUE MODEL

<b>SMALL VENUE</b> e.g. café, restaurant, small retail store	<b>MEDIUM-SIZE VENUE</b> e.g. big box retailer (dept. store, grocery store, hardware store)	<b>LARGE VENUE</b> e.g. retail centre, airport
Estimated fees per venue  Once off set-up fee: \$300  Ongoing monthly fee: \$50 to \$100	Estimated fees per venue  Once off set-up fee: \$2,000 to \$15,000  Ongoing monthly fee: \$250 to \$1,500	Estimated fees per venue  Once off set-up fee: \$15,000 to \$300,000  Ongoing monthly fee: \$1,500 to \$5,500

Analytics Revenue consists of a once-off set up fee and an ongoing monthly subscription fee. (SaaS)

- > Once-off set-up fee comprises of Wireless Network Services Design and Build. This varies depending on the environment, existing infrastructure and associated networking requirements, including, for example, size of venue, indoor/outdoor, foot traffic volume.
- > Ongoing monthly fee comprises of Wireless Network Management and SkyFii HQ subscription fee. This varies depending on the amount of data to be processed, the customer requirements, and the associated features delivered via SkyFii HQ.

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**CURRENT FOOTPRINT**

# LIVE NETWORKS & PARTNERS

Certified Solutions Partner:



Current compatible hardware partners:



Mall Network partners under contracts or in pilot:

SCENTRE GROUP

Brookfield



LIVE sites within:

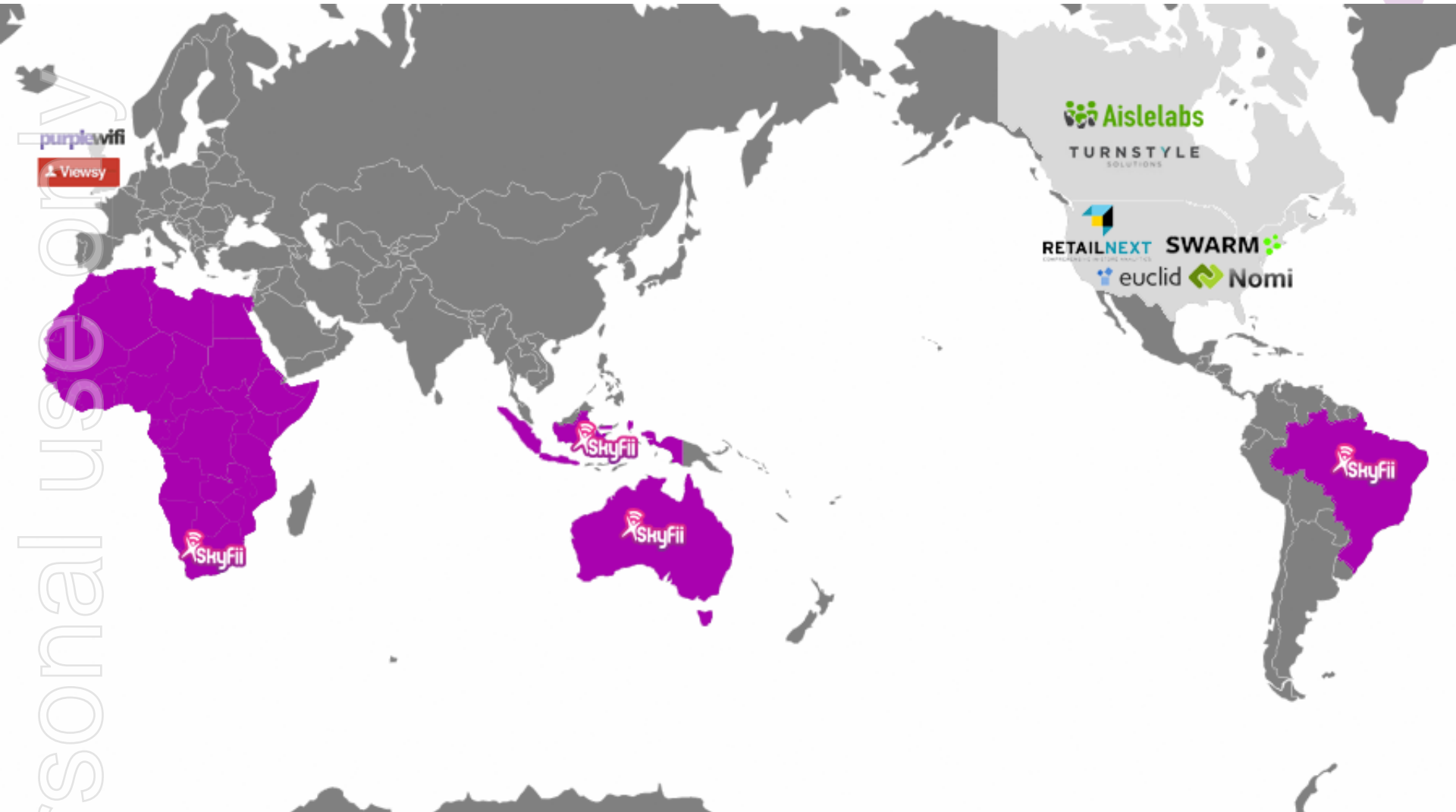


ECO-System Partners:





# FIRST MOVER ADVANTAGE



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# CAPITAL STRUCTURE

Share Capital Transaction	No. Of Shares	% of total	Cash	Market Cap at \$0.20
Total RKS on issue (pre-consolidation)	100,000,000	-		
Shares on issue post 1:10 consolidation	10,000,337	10%		
Shares issued to SkyFii vendors at \$0.20	70,000,000	70%		
Shares issued under public offer at \$0.20	17,500,000	17.5%	\$3.5m	
Advisor Shares	2,500,000	2.5%		
Total SkyFii shares at re-listing	100,000,337	100%		\$20.0m
Maximum number of SkyFii vendor performance shares	82,500,000			
Total SkyFii shares after earn-out in 2016	182,500,337			\$36.5m
<b>Enterprise Value (EV) at listing:</b>				<b>\$17.5m</b>
Enterprise Value (EV) with full earn-out:				\$33.0m

\*Vendor and Advisor shares to be subject to normal ASX escrow conditions

- Earn-out shares are issued
- An additional 850,000 shares to Directors in Lieu of salary (thereby total SkyFii shares on issue currently – 100,850,337)

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**BOARD DIRECTORS**

# BOARD DIRECTORS



## **Gary Flowers – Non-Executive Chairman**

Gary is a former senior executive with Mirvac Group, including COO from 2008-2013 and was also Chairman of Mirvac Hotels Group and Mirvac Funds Management Ltd.

Former Managing Director and CEO of Australian Rugby Union, CEO of SANZAR and a Council Member of the International Rugby Board.

Chairman of Mainbrace Constructions Pty Ltd and a Director of Sparke Helmore Lawyers. Non-Executive Director of DataDot Technology Ltd.



## **Wayne Arthur – Chief Executive Officer**

Wayne has global experience in media sales, working across the UK, South Africa and Australia.

Group Sales Manager, EYE Corp (recently acquired by Champ Private Equity). General Manager of Sales, Titan Media Group.



## **James Scott – Non Executive Director**

James is Group Executive Director – Performance at Seven Group Holdings. Has 20 years' experience in Digital Technology, Network and IT Business.

Prior to Seven Group Holdings, was a Partner in KPMG's Business Performance and Technology division and has also held the position of Partner & Managing Director APAC in Accenture where he worked for 14 years.



# BOARD DIRECTORS



## **Andrew Johnson – Non Executive Director**

Andrew is a highly experienced telecommunications industry executive. Currently Chairman of Vodafone Bmobile, a mobile service provider for Papua New Guinea and the Solomon Islands, Director of Dataco, the PNG national transmission company and Managing Partner of Delta Systems International, a designer and builder/operator of telecommunications and defence systems.



## **Chris Taylor – Non Executive Director**

Chris has held several media executive roles within Australasia. Director, Telstra Media, head of online and mobile digital publishing business. Managing Director, Nine Network Queensland. Chief Executive, Prime Television New Zealand. Global Chief Executive Officer, YuuZoo Corp. Chief Executive Officer, ASX listed, Quickflix Ltd.



## **Anthony Dunlop – Non Executive Director**

Anthony has over 20 years corporate advisory and investment experience in Australia, the US, Hong Kong and China, covering transaction and portfolio analysis and risk management for debt and equity investments. Began career with ABN AMRO and has advised numerous ASX-listed and private entities in the resources, agriculture and technology sectors. Is an Executive Director of Chapmans Ltd (ASX: CHP) and Non-executive Director of mobile technology company Digital4ge Pty Ltd. Has a Bachelor of Economics from Macquarie University, and a Graduate of Australian Institute of Company Directors (GAICD).

# MANAGEMENT TEAM



**WAYNE ARTHUR**  
**Managing Director & CEO**

- 15 years media industry experience
- General Manager Sales – Titan Group
- Group Sales Manager – Eye Corp



**IAN ROBINSON**  
**Sales Director**

- 17 years Enterprise sales experience
- National Sales Manager – Eye Corp
- Co-Founder of SkyFii Group Pty Ltd



**SIMON MAINWARING**  
**Product manager**

- 11 years in the Telco industry
- Past 4 years building mobile products for Australia's largest brands (Optus, Yahoo)



**JASON MARTIN**  
**Technology Director**

Jason's background is primarily focused on designing and building high volume processing systems.



**MICHAEL WALKER**  
**Operations Director**

- +20 corporate & investment banking
- Extensive executive management experience
- Private Equity Investment & Advisory, Asia Pacific



**GEORGE YEOH**  
**Finance Director**

MBA (Aust), FCA(Aust), FCCA (UK), CPA (Mal) George Yeoh brings extensive experience as corporate CFO and COO with some of the world's largest conglomerates in advertising and marketing communications.

# SUMMARY



- Leverage to rapid growth industry : **Mobile Technology & Big Data**
- **Proprietary Technology** Platform – Best of breed
- Highly **scalable & proven** business model
- **Strong pipeline** of existing & prospective clients
- Experienced Board & Management
- First mover advantage
- ‘Sticky’ **recurring revenue** model



**For further information please contact:**

Wayne Arthur, CEO

SkyFii

T: +61 2 8188 1188

M: +61 410 600 146

E: [wayne@skyfii.com](mailto:wayne@skyfii.com)

[www.skyfii.com](http://www.skyfii.com)