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**Data. Decision. Delivery**  
FY15 Results Presentation  
August 2015

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# SkyFii Limited (ASX:SKF)

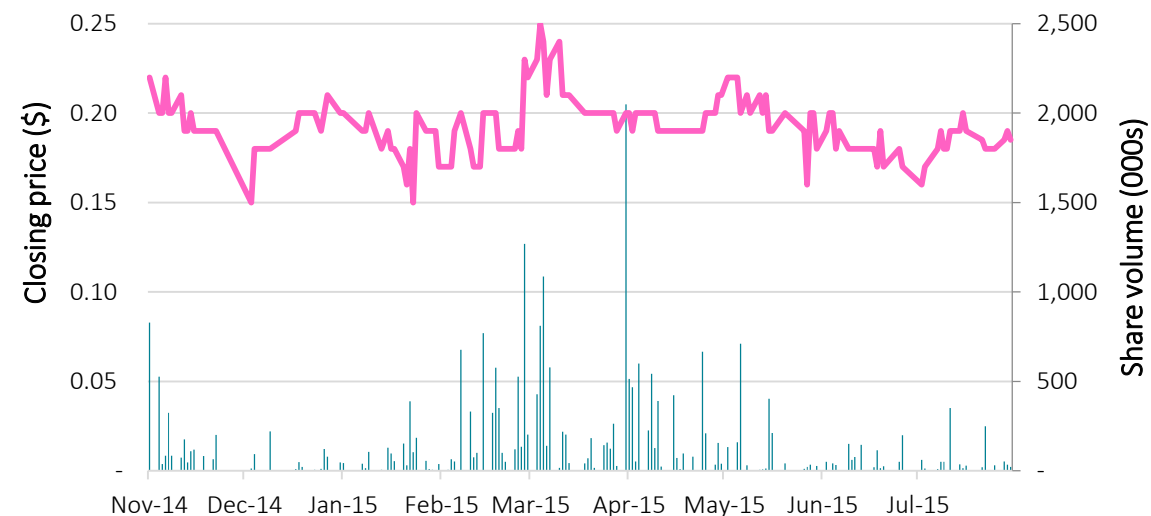
## Key market statistics<sup>1</sup>

ASX code	SKF
Share price (20 Aug 2015)	A\$0.175
Re-listing price (21 Nov 2014)	A\$0.20
Last capital raising price (12 May 2015)	A\$0.22
Market capitalisation (20 Aug 2015)	A\$19.9 million

## Capital Structure

	No. shares
Number of shares on issue	113.7m
Maximum vendor Earn-out Shares <sup>2</sup>	82.5m
Fully-diluted shares on issue	196.2m

## Share price performance since listing<sup>1</sup>



## Key terms of the Earn-Out Shares:

- Based on CY2016 Revenues of the Company, whereby:
  - Earn-out Amount = CY2016 Revenues × 3 – \$13.5m (capped at \$16.5m)
  - Earn-Out Shares =  $\frac{\text{Earn-Out Amount}}{\text{Share issue price of } \$0.20}$
- A maximum of 82.5m Earn-Out Shares will be issued if the Company achieves CY2016 revenues of \$10.0m
- No Earn-Out Shares will be issued if the Company achieves CY2016 revenues of less than \$4.5m

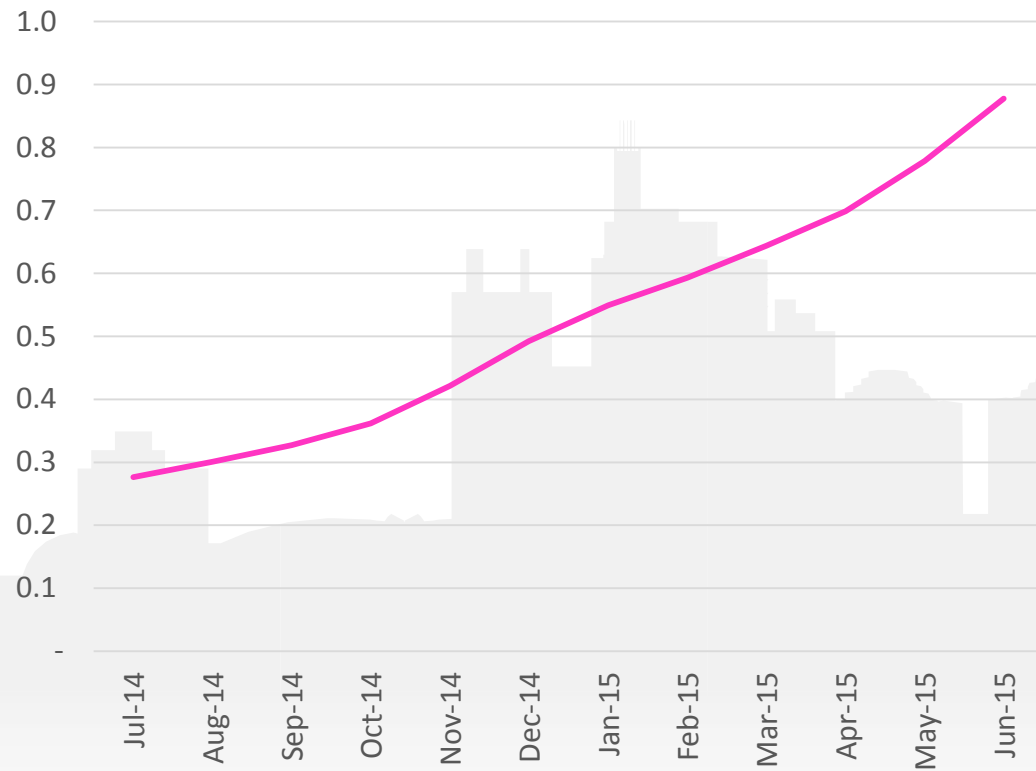
1. Source: IRESS. Market data as at 20 August 2015.  
 2. Pursuant to the Replacement Prospectus dated 15 October 2014.

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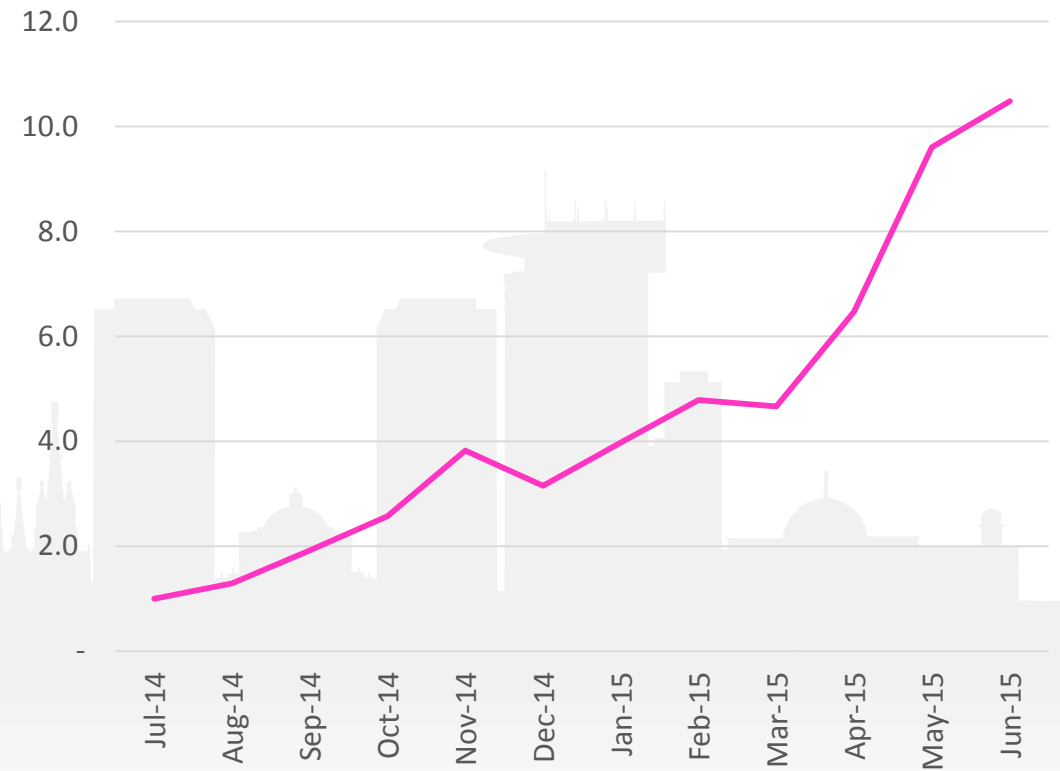
# Exceptional growth – operating metrics

In line with the Company's growth in pilots and contract deployments in FY15 all key operating metrics have experienced significant growth

Total User Registrations (millions)



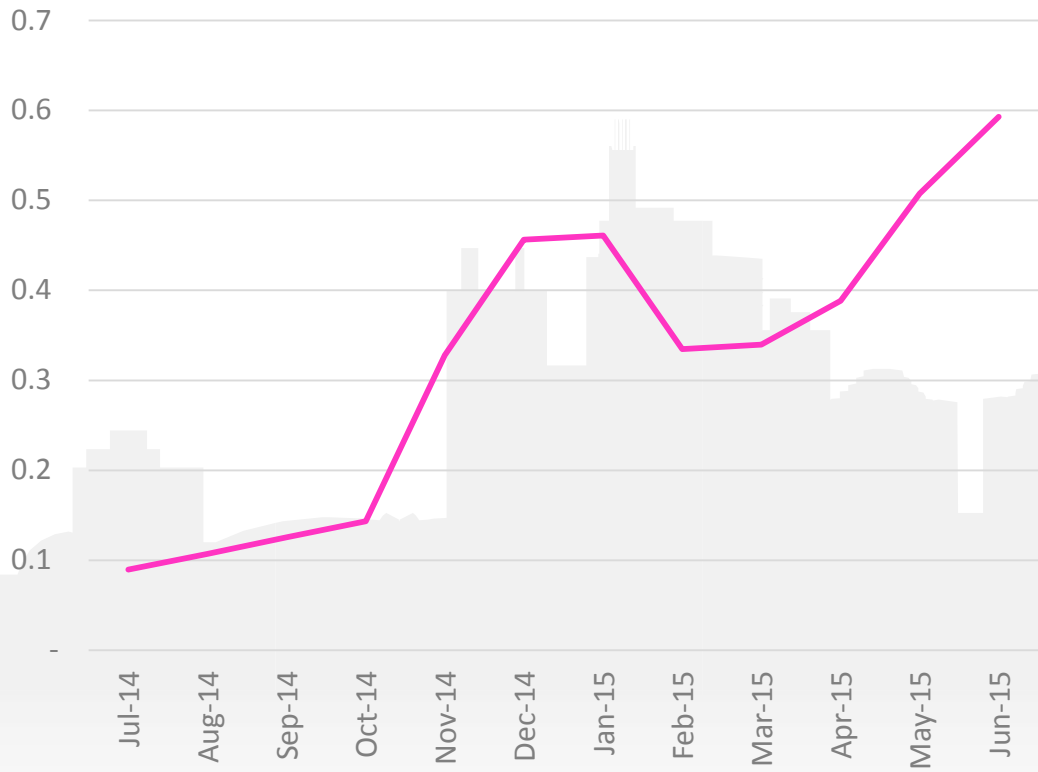
Monthly Customer Visits (millions)



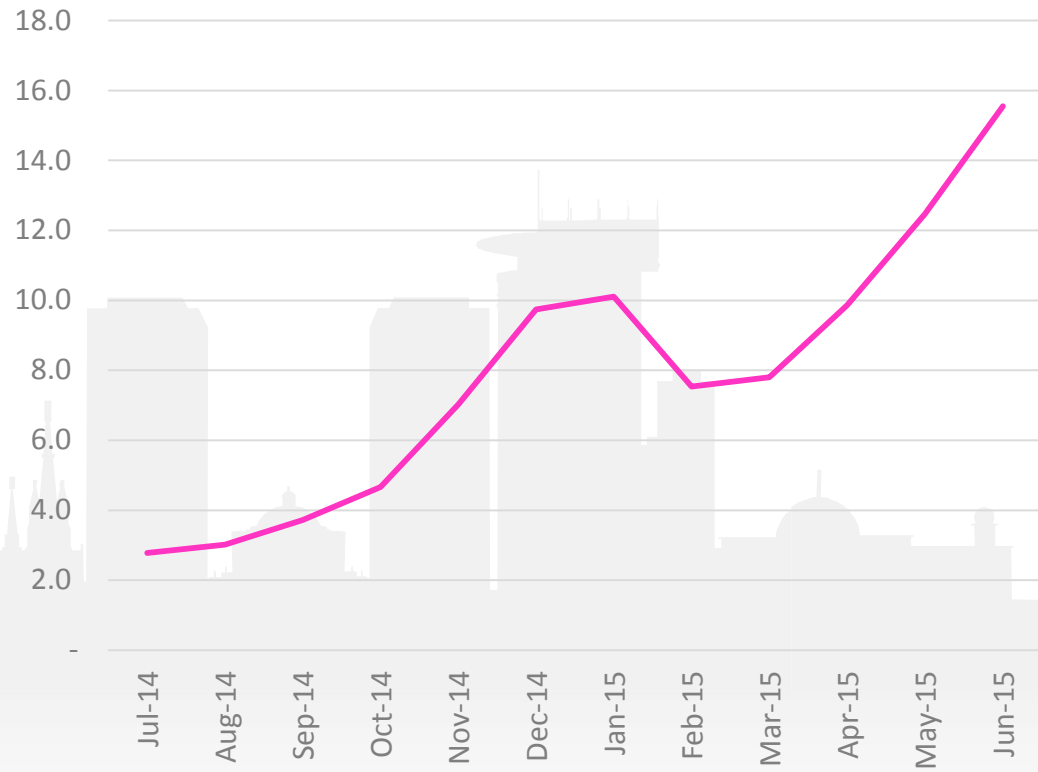
# Exceptional growth – operating metrics

In line with the Company's growth in pilots and contract deployments in FY15 all key operating metrics have experienced significant growth

Monthly Wi-Fi Sessions (millions)



Monthly Data Transfer (terabytes)



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# Key contract highlights

SkyFii experienced an incredibly strong conversion rate of prospects to pilots and ultimately to master services agreements with major retail property groups in Australia & New Zealand

- **Australia & New Zealand**

- Premium Australian Mall Operator – chosen as the preferred wireless data analytics provider in a Telco-led consortium following a competitive tender process. Analytics services deployed in 6 retail malls by end of FY15 and expect to roll-out services to 21 retail malls across Australia
- New Zealand Retail Property Group – secured master services agreement with the largest privately owned property management group in New Zealand. Analytics services deployed in 1 retail mall by end of FY15 and expect to roll-out services to an additional 3 retail malls
- The GPT Group – secured master services agreement for up to 19 retail and office property assets across Australia. Analytics services deployed in 3 retail malls by end of FY15 with 2 additional malls scoped and due for installation within Q1 FY16
- Federation Centres (now Vicinity Centres after merger with Novion Property Group) – successfully trialled and secured contracts to provide analytics services in 3 retail malls after a competitive tender process (prior to the merger with Novion Property Group)
- Significant momentum of pilot conversions and contracts with these major retail property groups, particularly during the second half of FY15, is resulting in a large qualified pipeline of opportunities with other major listed and unlisted retailers and property groups in Australia and internationally to pursue in FY16

# Key contract highlights (cont.)

SkyFii has experienced strong traction internationally through its direct sales teams whilst building out its strategic international reseller and distribution base in FY15

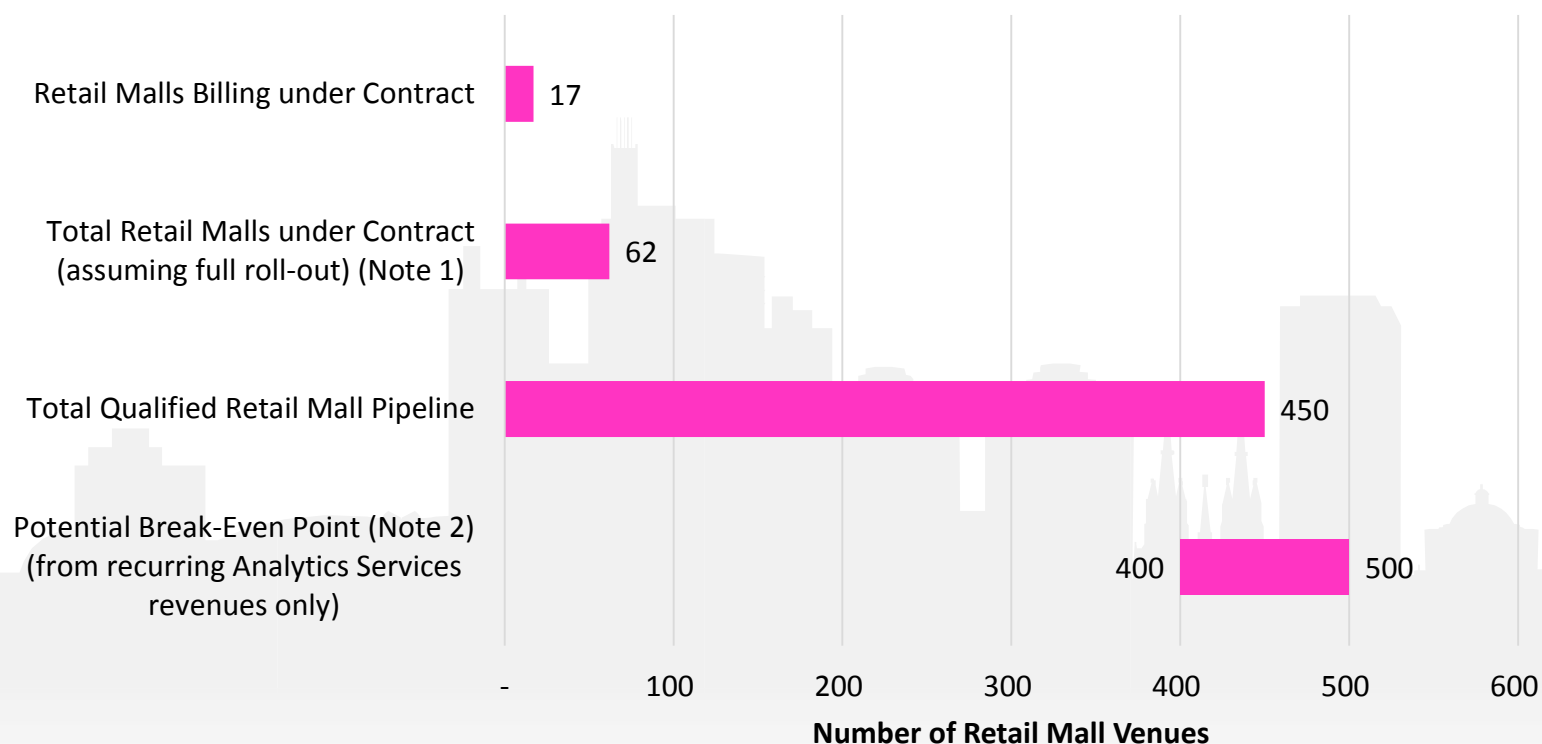
- **Brazil**
  - Iguatemi Empresa de Shopping Centers S.A (Iguatemi) – chosen as the preferred wireless data analytics provider to premium retail mall operator in Brazil following a competitive tender process. Wireless services deployed in 3 Iguatemi retail malls by end of FY15 and expect to roll-out services to 14 Iguatemi retail malls across Brazil
- Progressing with an international reseller and distribution partnership strategy, covering telecommunications providers and ISPs, wireless service providers, systems integrators, hardware vendor resellers, media agencies and advertising vendors
- Key reseller and distributor partnerships entered into in FY15
  - MNET Mobile – Australia’s leading mobile marketing solutions provider
  - GoPomelo – authorised reseller of SkyFii’s services into Thailand
  - Select IT – Leading New Zealand based systems integrator
- SkyFii is currently progressing reseller and distribution partnerships to provide greater access to markets across South East Asia, Europe and North America



# Substantial retail mall pipeline

As a result of the significant momentum of pilot conversions and contracts with major retail property groups, SkyFii has developed a substantial pipeline of potential retail mall deployments by the end of FY15

**FY15 Year End Retail Mall Pipeline for Analytics Services**



- Based on SkyFii's current retail mall pricing model for recurring analytics services fees, the Company has the potential to break-even on its current fixed cost base by capturing less than 0.5% of the global retail mall market
- This represents just one target vertical out of many which are applicable to SkyFii's product

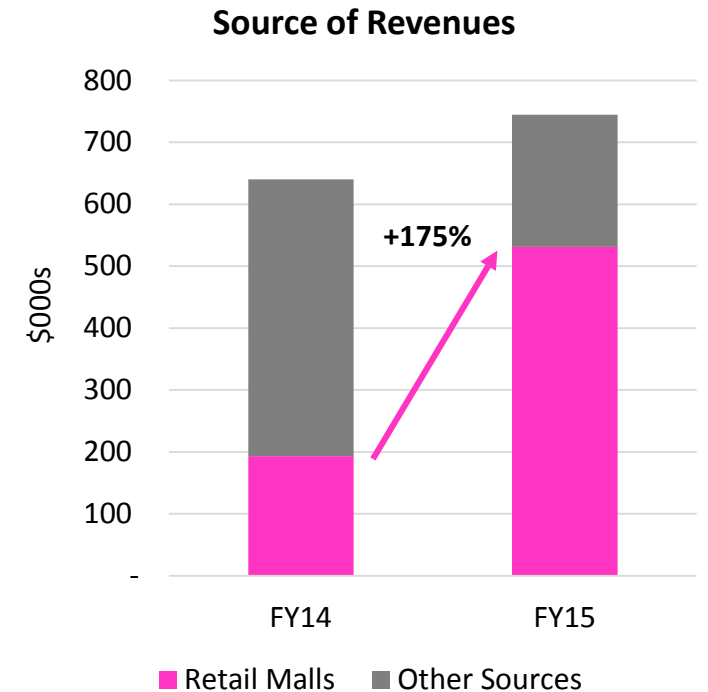
- Assumes all retail malls currently under master services contracts are rolled out.
- Subject to current expectations of aggregate market pricing, average venue size and gross operating margins.



# Key financial highlights

SkyFii has begun to deliver results on its core data analytics revenues with a particular focus on the retail mall segment, which experienced revenue growth of 175% on pcp

- Revenue of \$0.7m for FY15 (up 16% on pcp)
  - Revenue growth reflective of a considerable change in composition:
    - from non-recurring fees earned in FY14 from the deployment of advertising sponsored and other proof of concepts and trials in small venue networks including quick service restaurants, cafés and pubs;
    - to network implementation, recurring data analytics service fees and associated advertising revenues associated with the Company's retail mall network in FY15
- Revenue growth associated with retail mall segment of 175% on pcp
- Operating NPAT<sup>1</sup> of \$(2.0)m and operating EBITDA<sup>1</sup> of \$(2.8)m
  - Predominantly fixed operating cost base providing opportunity for operating leverage as revenues grow from current and future contract wins



1. Exclusive of one-off items including impairment of goodwill (\$2,157,841) and acquisition costs (\$443,931) relating to the acquisition of RKS Consolidated Limited, corporate advisory services (\$150,000) and impairment of domain name assets (\$65,000).

# Key financial highlights (cont.)

- Significant investment of \$1.4m<sup>1</sup> in FY15 on development activities relating to SkyFii's Big Data analytics platform
- Operating cash outflows of \$(2.0)m in FY15, including receipt of R&D tax incentive rebate of \$0.5m
- Cash of \$2.7 million as at 30 June 2015
  - In addition, the Company expects to receive an R&D tax incentive rebate of \$0.8 million in FY16 relating to research and development expenditures undertaken in FY15
- Successful capital raisings undertaken in FY15 and continued shareholder support:
  - Successful capital raising of \$3.5m and re-listing in Nov-14
  - Successful capital raising of \$2.8m in May-15 at an 18.9% premium to the then trading price of SkyFii's shares

1. Capitalised as an intangible software development asset in FY15.

# Summary profit & loss statement

(A\$000) 30 June y/e	FY14 Actual	FY15 Actual	Change (%)
<b>Revenue</b>	<b>640</b>	<b>744</b>	16%
Direct costs and implementation expenses	(330)	(548)	66%
Employee expenses	(1,348)	(1,561)	16%
Contractor and consultant expenses	(502)	(48)	(90%)
Marketing and promotion expenses	(53)	(141)	165%
Data hosting expenses	(42)	(162)	287%
Travel and accommodation expenses	(143)	(212)	49%
Office and other expenses	(324)	(681)	110%
Directors' fees	-	(209)	n/m
Acquisition costs	-	(444)	n/m
Corporate advisory services	-	(150)	n/m
Impairment of goodwill and domain names	-	(2,158)	n/m
<b>EBITDA</b>	<b>(2,103)</b>	<b>(5,570)</b>	165%
<b>EBIT</b>	<b>(2,104)</b>	<b>(5,581)</b>	165%
<b>NPAT</b>	<b>(1,625)</b>	<b>(4,789)</b>	195%
<b>Operating EBITDA <sup>1</sup></b>	<b>(2,103)</b>	<b>(2,818)</b>	34%
<b>Operating EBIT <sup>1</sup></b>	<b>(2,104)</b>	<b>(2,829)</b>	34%
<b>Operating NPAT <sup>1</sup></b>	<b>(1,625)</b>	<b>(2,038)</b>	25%

- Revenue growth reflective of a change in composition
  - 175% growth in core revenues from Retail Mall segment
- Employee and contractor expenses excl. \$1.4m of capitalised software development related expenses
- One-off costs include corporate advisory services, acquisition costs and impairment of goodwill related to the reverse listing in Nov-14

1. Exclusive of one-off items including impairment of goodwill (\$2,157,841) and acquisition costs (\$443,931) relating to the acquisition of RKS Consolidated Limited, corporate advisory services (\$150,000) and impairment of domain name assets (\$65,000).

# Summary balance sheet

(A\$000) 30 June y/e	FY14 Actual	FY15 Actual	Change (%)
Cash and cash equivalents	33	2,685	n/m
Trade and other receivables	200	169	(16%)
Income tax receivable	481	792	65%
Inventories	-	44	n/m
Other current assets	22	114	419%
Plant and equipment	10	25	152%
Intangibles	65	1,420	n/m
<b>Total assets</b>	<b>811</b>	<b>5,248</b>	<b>547%</b>
Trade and other payables	443	415	(6%)
Borrowings	453	-	(100%)
Other liabilities	40	156	293%
<b>Total liabilities</b>	<b>936</b>	<b>571</b>	<b>(39%)</b>
<b>Net assets</b>	<b>(124)</b>	<b>4,677</b>	<b>n/m</b>
Contributed equity	1,501	11,091	639%
Accumulated losses	(1,625)	(6,414)	295%
<b>Total equity</b>	<b>(124)</b>	<b>4,677</b>	<b>n/m</b>

- Total cash at year end of \$2.7m
- Income tax receivable includes R&D tax incentive rebate of \$0.8m relating to R&D undertaken in FY15
- Increase in intangibles relates to capitalised software development expenditure



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# Company overview

Data. Decision. Delivery

# Who is SkyFii?

Market leader in **public WiFi**  
Real world **analytics**  
& **Data** driven marketing

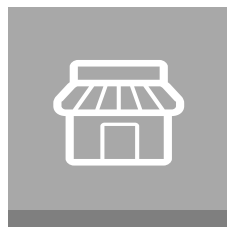
## 4 Years in the Market

Publicly listed company on the ASX



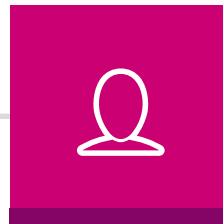
## Retail Focus

Global leader in retail centre WiFi and analytics. Solutions provider to multiple sectors – Municipal, Education, Transit, Tourism, Event, Medical



## Global Presence

Australia, New Zealand, Indonesia, South Africa and Brazil



## Our Team

Specialists in big data, wireless technology, omni-channel marketing, led by a Board with multidisciplinary experience

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## Our Services

Guest WiFi  
Business Intelligence  
Advanced Analytics  
Customer Relationship Management  
Data Driven Marketing

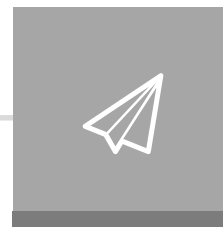


## Security

Cryptographic systems ensure privacy and security for both user and provider

## Big Data & Integration

The SkyFii solution was built with the ability to integrate with 3<sup>rd</sup> party applications, with all information accessible through a single platform



## Media & Content Delivery

8 communication channels, all in the one platform  
**A NEW WAY TO REACH CUSTOMERS**

# one Customer Data Platform

Gain a better understanding of **visitor profiles and behaviours**.  
Convert every smartphone into a **powerful communication tool**  
and improve **customer loyalty**

**It all starts with Guest WiFi**



# Customer Data Platform

All information in one place

## Insights

- Physical
- Digital
- Personal
- Behavioural
- Environmental

## Engage

- Omni-channel
- WiFi
- Email
- SMS
- In-App
- Digital
- Out-of-home
- Social
- Decisions based
- Automated triggers
- Predictive



Connect

## Personal

Name, email, gender, date of birth, phone number, country of origin, source (CRM, WiFi, etc.)



## Behavioural

Location, tracking, movement, purchase, interests, habits



## Environmental

Weather, financial, nearby events



# Built for Integration

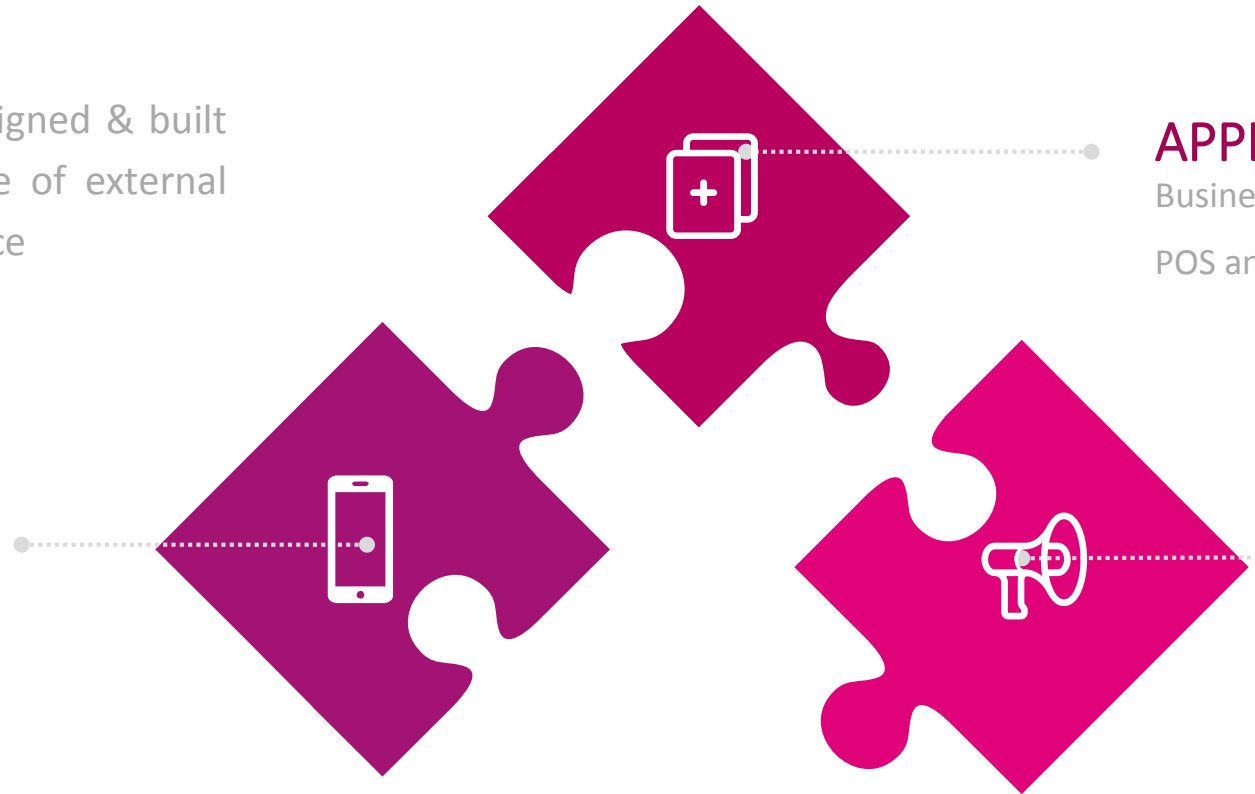
The platform was built to integrate with existing systems

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## **CLOUD**

The SkyFii platform was designed & built for integration with a range of external systems via API or web service

**APPS**  
Allows integration with apps and push notifications



**APPLICATIONS**  
Business intelligence, CRM, POS and mobile wallet

**OTHER MEDIA CHANNELS**  
Integrates with indoor and outdoor media channels  
**DIGITAL SIGNAGE**

# Platform Services

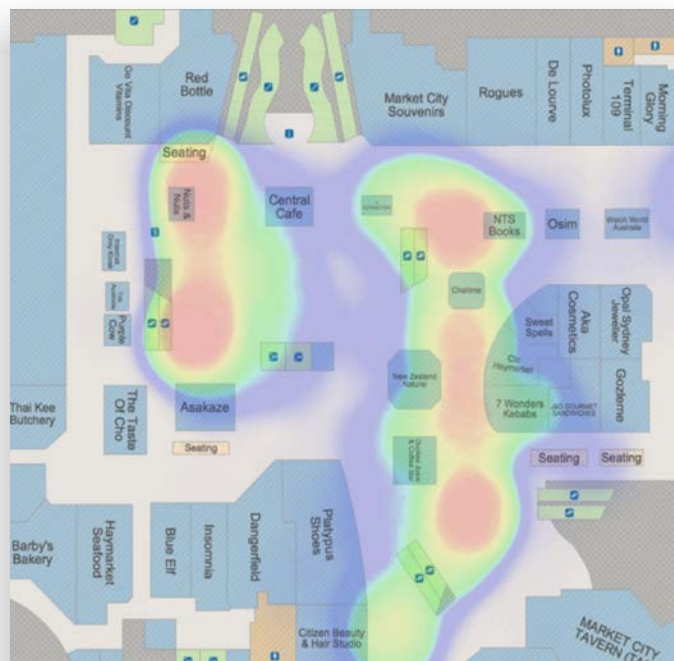
A range of services managed under **ONE PLATFORM**



## GUEST WIFI

PROFILES, INTERESTS,  
BEHAVIOURS

**CONNECT**



## INTELLIGENCE / ANALYTICS

FOOT TRAFFIC, FREQUENCY,  
BEHAVIOUR &  
SEGMENTATION

**INSIGHT**



## TARGETED CONTENT

8 DIFFERENT WAYS TO  
DELIVER YOUR MESSAGE

**ENGAGE**

# Business Intelligence

Web analytics for the real world



## Understand visitor behaviour

- Find out how many people visit your venue
- Which areas are busiest
- How often they come back
- New VS returning visitors
- Visitor profile
- How long they visit the venue
- Zone mapping
- And much more...



Target Audience



Analytics



Strategy



Marketing



Optimisation

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# Understand your customers better

Personal use only



Profile & Behaviour



Content Strategy



Loyalty & Engagement



Social Media



Segmentation



Retargeting

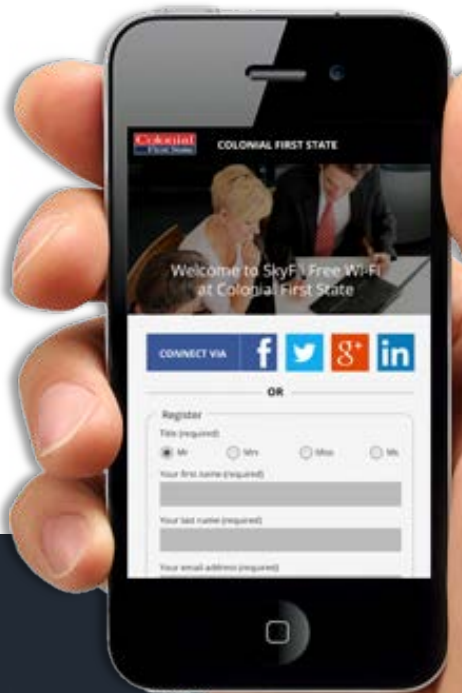




# Targeted Content

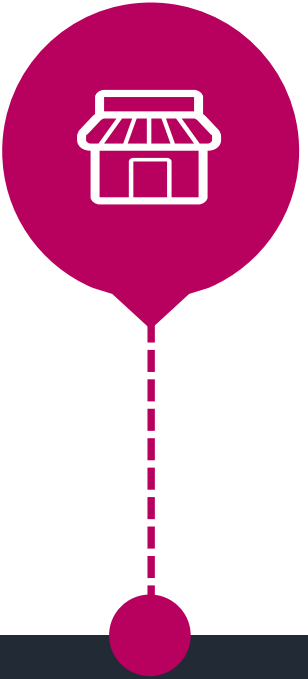
Deliver personalised and relevant content to your **visitors**

NEW WAYS  
TO CONNECT



## SEGMENTATION

Identify and create customer segments



## DECISIONING

Define the rules for automated, trigger based content delivery



## PERSONALISED

Deliver the right message to the right person at the right time - RELEVANCE



## OPTIMISED

A learning engine to optimise content delivery

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# New Technology Solutions for THE REAL WORLD

## MUNICIPAL



- Asset tracking and utilisation
- Crowd management
- Community messages

## TRANSIT



## MEDICAL



## EDUCATION



- Timetabling
- Security
- Building management

## RETAIL



- Customer conversion
- Loyalty and engagement
- Merchandising

## TOURISM



## EVENTS



- Content channel
- Real time engagement
- Connectivity

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# Size of the Retail Mall Market

Based on SkyFii's current pricing model for recurring analytics services fees, the Company has the potential to break-even on its current fixed cost base by capturing less than 0.5% of the global retail mall market presented below



# SkyFii's Value Proposition

## For retailers

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- 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

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- 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

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- 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

# Revenue Model

## 1. 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

## 2. 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

## 3. 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

# Analytics Services

## SMALL VENUE

e.g. café, restaurant, small retail store

### Estimated fees per venue

Once off set-up fee:  
**\$300**

Ongoing monthly fee:  
**\$50 to \$100**

## MEDIUM-SIZE VENUE

e.g. big box retailer (dept. store, grocery store, hardware store)

### Estimated fees per venue

Once off set-up fee:  
**\$2,000 to \$15,000**

Ongoing monthly fee:  
**\$250 to \$1,500**

## LARGE VENUE

e.g. retail centre, airport

### 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.

# Scalable Distribution, Internationally

SkyFii supports both **DIRECT** and **INDIRECT** sales channels

## Direct Sales

Direct sales teams responsible for acquiring, managing, renewing and growing enterprise customers with large and/or multiple venues.

- Business Development Teams
- Account Teams
- Sales Engineers (Ops resources supporting Bus Dev with technical sales)

## Indirect Sales

Head office support for indirect sales channels through partnerships, wholesale and reseller agreements with:

- Telco / ISPs
- Hardware vendors
- Systems Integrators
- VARs (Value Add Resellers)
- Media agencies

## Key Markets

### Current

- Australia
- New Zealand
- South Africa
- Brazil
- Singapore
- Indonesia

### Prospective

- USA
- United Kingdom
- Malaysia
- Philippines
- Hong Kong

# First Mover Advantage

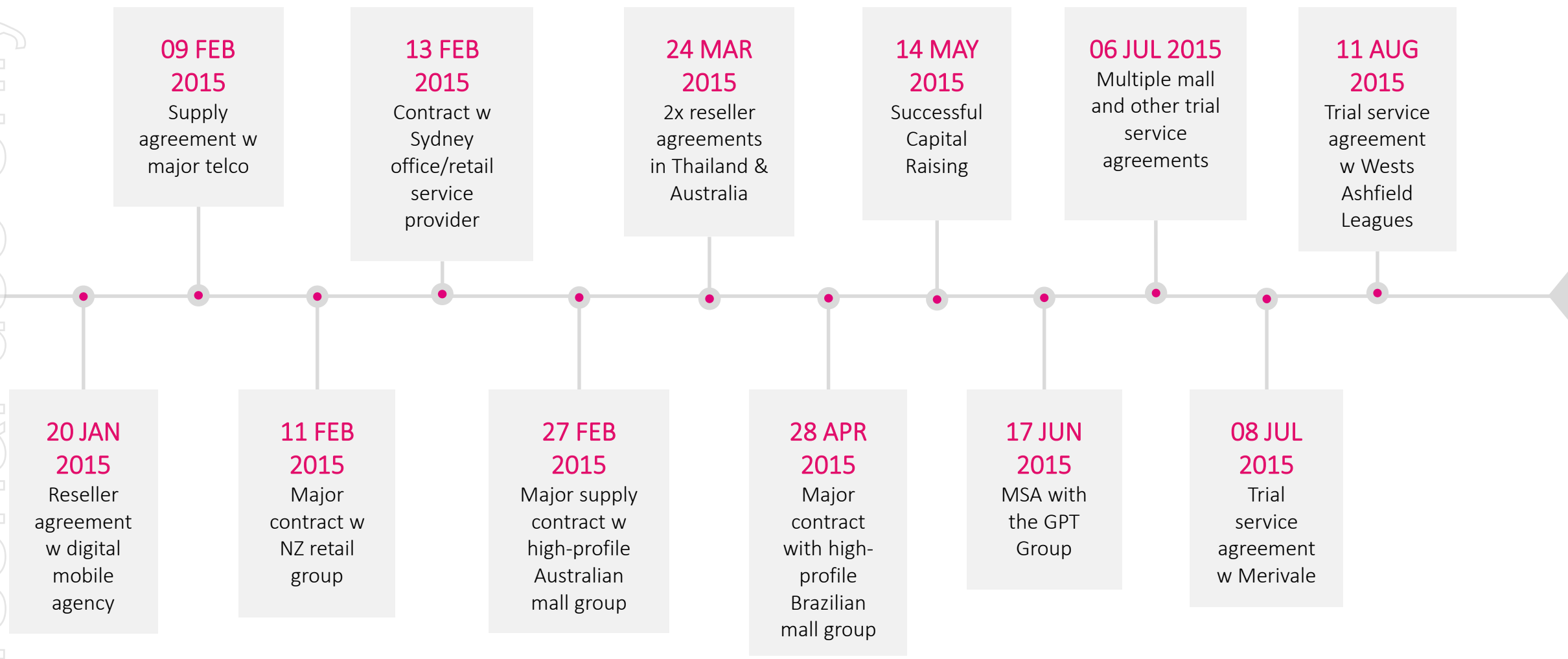


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# Key milestones since listing

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# FY16 Outlook

SkyFii expects to continue to show strong growth across all operational metrics as it continues to build out its footprint globally

- SkyFii is committed to continuing to lead the market in the delivery of wireless data analytics and content delivery services to the retail sector globally
- As a category agnostic data platform the opportunity is far greater than just retail and as such, the Company also intends to work towards penetrating additional verticals such as Healthcare, Education, Transit, Municipal and Hospitality
- Key areas of focus in FY16 and beyond will include:
  - Continued roll-out of new and existing contracts
  - Continued focus on converting mall pipeline prospects into trials and full service contracts
  - Continued focus on new verticals outside of retail malls
  - Securing further distribution and reseller agreements globally
  - Continued product development focus on marketing automation and associated media/advertising partnerships
  - Development of new data source integrations and data services products


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# Thank you

## Contact Us

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