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Investor Presentation  
October 2015



skyfiiio

Harnessing the power of mobile and big data to increase online and in store results for venue owners, operators, retailers and advertisers.

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## COMPANY OVERVIEW

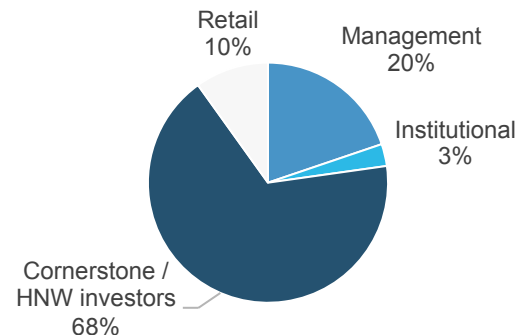
# Company overview

- ASX listed **data services company**
- **Cloud based, hardware agnostic, proprietary** data platform
- **15% penetration** of Australian retail mall market in 12 months from current customers and those in advanced stage pipeline
- **+\$40m revenue pipeline over 5 years from contracted customers & near term pipeline<sup>3</sup>**
- **Over 90% conversion rate** of pilots to long term contracts
- **Strong growth** into SE Asia, South America, Africa & UK – US in CY16
- **Capitalising on first mover advantage**
- **Proven track record with largest customers in key target markets**
- **Exceptional growth potential**
- **Tightly held** –Top 20 shareholders hold +80%

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

ASX code	SKF
Share price (28 Oct 2015)	A\$0.16
Share capital invested to date	A\$11.1 million
Market capitalisation (28 Oct 2015)	A\$18.2 million
Total shares outstanding	113,768,522

## Capital structure



1. Source: IRESS. Market data as at 28 October 2015.  
2. Includes estimated revenues from current customers and advanced stage sales pipeline, over the term of the contracts assuming five-year terms

# Our compelling value proposition

Improving asset value, driving purchases and increasing loyalty by delivering better customer insight and more relevant and timely offers online and in-store

## 1. Customer segmentation

We allow venue owners / operators, retailers and advertisers to know much more about their customers and their preferences

## 2. Traffic flow and behaviour analysis

We allow our customers to know how and when their own customers behave online and physically within each venue

## 3. Improving operational efficiency

We drive operational efficiencies for our customers through a better understanding of consumer movement patterns & behaviour

## 4. Understanding conversion

We enable our customers to monitor, track and understand actual sales conversion rates

## 5. Marketing attribution

We help our customers match sales to advertising placements to create savings and boost returns through better targeting

## 6. Targeted reach – much more effective sales, marketing & loyalty

We enable our customers to identify their target customers right at the point of purchase and communicate with them in real-time

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**MARKET OPPORTUNITY**



# Market snapshot by revenue streams

## Analytics

Global retail analytics market is growing rapidly due to the need for businesses to better understand and engage with customers in store

US\$4.4bn

\*Global market size estimate

Valued at US\$1.9 billion in 2014, expected to grow to US\$4.4 billion by 2019

(Source: MarketsandMarkets)

## Data Services

Massive upside benefits for the global retail industry through providing tools to better understand and apply Big Data

A\$3.8bn

\*Australian market only

Huge additional earnings for Australian retail industry and increased returns for venue owners and managers

(Source: Estimates from PwC Big Data, 2012)

## Advertising

Mobile advertising revenues set to account for 69.9% of all advertising spend in the USA by 2019

US\$65bn+

\*US mobile advertising market statistics

US mobile advertising revenues set to grow to \$65bn+ by 2019

(Source: eMarketer Media Buying Report, September 2015)

# Market segmentation by venue type

PRIMARY

\$2Bn+ annually  
LARGE



Malls



Airports



Hospitals



Stadia



Universities

SECONDARY

\$1.5Bn+ annually  
MEDIUM



Supermarkets



Clubs



Gyms



Cinemas



Dept Stores

TERTIARY

\$1Bn+ annually  
SMALL



Bars



Restaurants  
& Fast Food  
Chains



Multi-Site  
Stores

1. Market sizing based on current Skyfii markets and on lowest current Skyfii pricing tiers by venue type for Analytics revenue only. Excludes any implementation/set up fees, Advertising or Data Services revenues.

# Our primary target market - the large retail mall market opportunity by region

UK  
**650**  
Retail malls

South  
East Asia  
**1,100**  
Retail malls

USA  
**110,000**  
Retail malls

Target market size of over \$2 billion in annual recurring revenues for Analytics alone

South  
Africa  
**211**  
Retail malls  
**\*21 Malls**

AUS  
**1,500**  
Retail malls  
**\*220 Malls**

Brazil  
**184**  
Retail malls  
**\*74 Malls**

1. \* Refers to the number of malls either in contract or advance stage pipeline.
2. These figures reflect a 15%+ penetration rate within the retail mall sector in Australia, Brazil & Africa.
3. 15% market penetration of the US retail mall market would deliver \$250m in annual recurring revenues for Analytics.

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**OUR SOLUTION**

# One single platform with 3 key components

**iOinsight**

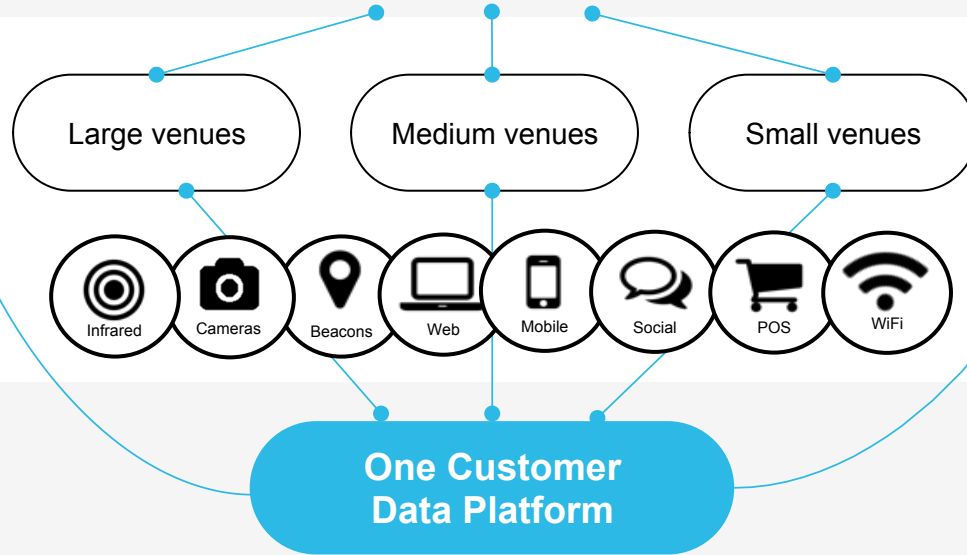
Venue performance • Customer behaviour

**iOconnect**

Multi-Data source ingestion

**iOengage**

Targeted content delivery • Loyalty & engagement



centralised



cloud based



modular



scalable



built for  
integration

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# Platform features

The Skyfii Platform provides a single solution with an integrated suite of core services designed for retail property groups in the new connected world.



centralised



cloud based



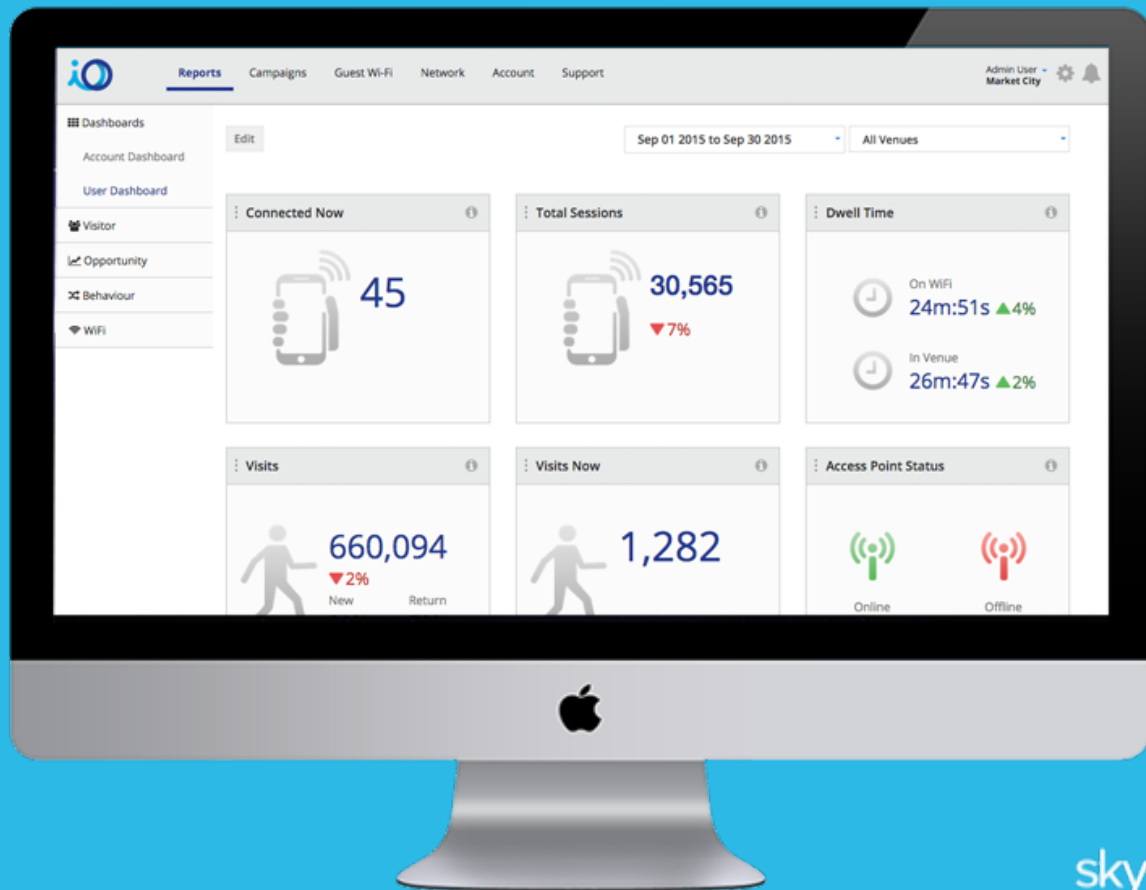
scalable



modular



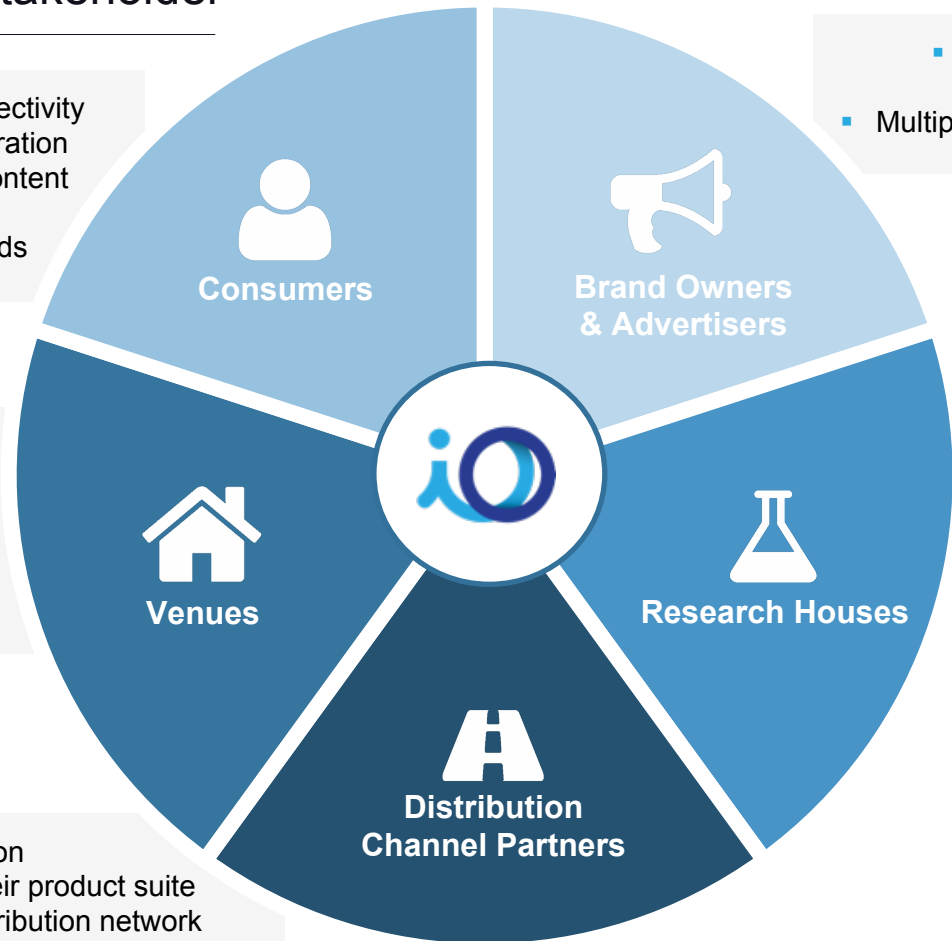
built for  
integration



# Our ecosystem: Benefits for every stakeholder

- Seamless connectivity
- One-time registration
- Personalised content
- Targeted offers
- Loyalty & rewards

- Targeted audience
  - Location data
- Multiple delivery channels



- Real time audience data
- Real time location information
  - Multiple data sources

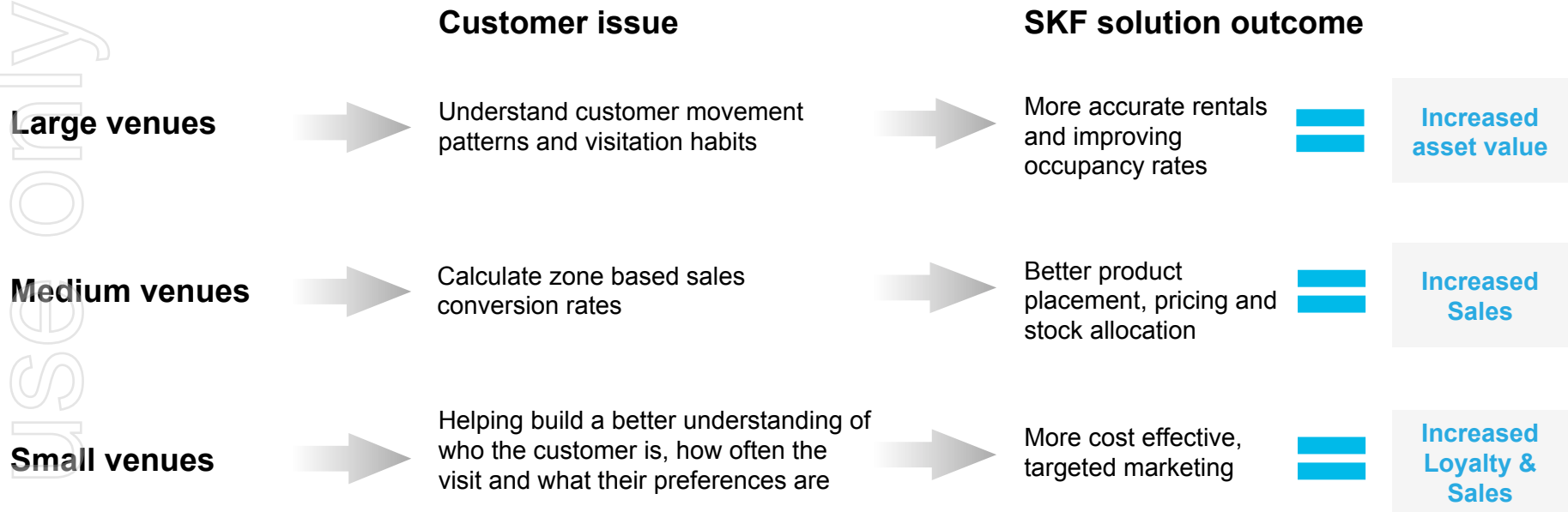
- A single customer view
- High quality customer service
- Customer behavioural data
- Real time communication platform

- A unique selling proposition
- Opportunity to expand their product suite
- Access to an existing distribution network

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# Why are we winning clients?

We are solving critical problems and delivering huge benefits instantly at a very low cost





# Our growth strategy

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Scalable distribution through direct and indirect sales channels  
to cost effectively reach all target markets

## Direct sales

Skyfii's domestic sales will continue to operate direct and indirect sales channels

- Direct sales teams for acquiring, renewing and growing existing enterprise contracts
- Face to face client account management
- Data consultancy services
- Upselling of content delivery services

## Indirect sales – distribution channels

**The key to our scalable distribution is to sell through well established reputable partners who already own the relationships with**

- Wholesaler agreements
- Reseller agreements

**Key strategic partners include:**

- Telcos / Internet Service Providers
- Hardware vendor re-sellers
- Systems Integrators

# Competitor landscape

SKYFII NOW

SKYFII CY2016

purplewifi  
authorised reseller

Aislelabs

RETAILNEXT  
COMPREHENSIVE IN-STORE ANALYTICS

skyfii

skyfii

skyfii

skyfii

skyfii

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# Our roadmap

Skyfii has a clear roadmap of product development designed to broaden our data capture capability, improve location accuracy and enhance our content delivery applications

## iOconnect

- Additional data integrations
- Apps & Beacons
- Spot zones
- Website pixel
- Asset metadata

Broaden data ingest capability

## iOinsight

- Goal conversion
- Product monitoring
- Integrated customer survey
- Social reach
- Resource tracking

Improve location and data accuracy

## iOengage

- Omnichannel profiling
- Behavioural profiling
- Automated marketing
- Retailer services

Enhance content delivery applications

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**FINANCIALS**

# Defined revenue streams

## Analytics

**Global retail analytics spend expected to reach \$4.4Bn/year by 2019**

- Customer analytics online and offline
- Rich audience segmentation
- Web, social, physical
- Recurring revenue model
- 3-5 year contract terms

## Advertising

**US Mobile ad market expected to be worth \$65Bn by 2019**

- Targeted marketing via email, SMS and push notifications into Apps in real-time
- Location based, multi screen communications

## Data Services

**Australian Big Data industry currently worth \$3.8Bn and growing**

- Data consultancy
- Research reporting
- Mobile and in-store analytics

## What problems do we solve?

1

### Phase 1 (baseline)

- Helping businesses understand their customer
- Providing insight on asset performance
- Helping to drive better operational efficiency

2

### Phase 2

- Providing tools to deliver targeted marketing

3

### Phase 3

- Helping businesses understand the data and apply it to their business

## Proven revenue model - Average fees per venue (Analytics only)

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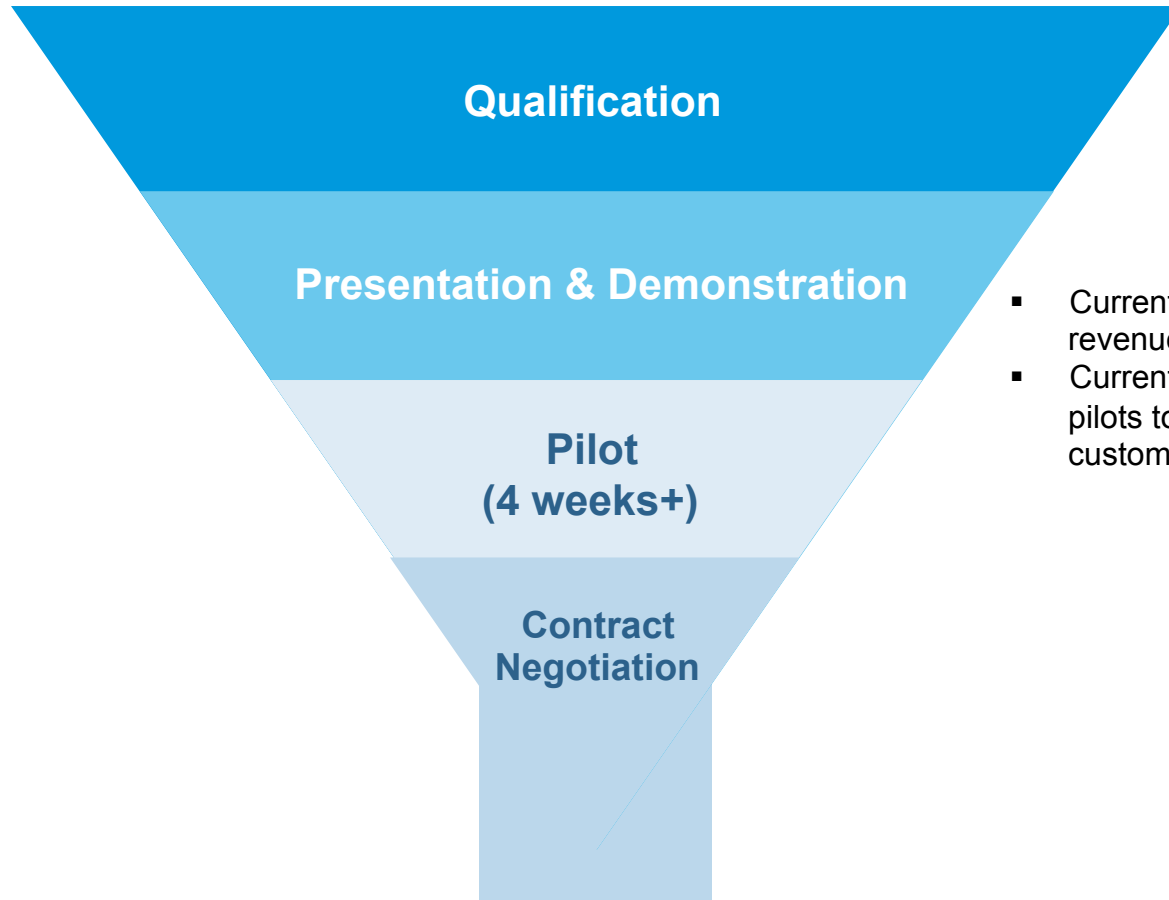
Small venue	Medium-size venue	Large venue
<ul style="list-style-type: none"><li>▪ <b>Once off set-up fee:</b></li><li>▪ \$300 - \$500</li><li>▪ <b>Ongoing monthly fee:</b></li><li>▪ \$50 to \$100/month</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Once off set-up fee:</b></li><li>▪ \$2,000 to \$15,000</li><li>▪ <b>Ongoing monthly fee:</b></li><li>▪ \$250 to \$1,500/month</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Once off set-up fee:</b></li><li>▪ \$15,000 to \$300,000</li><li>▪ <b>Ongoing monthly fee:</b></li><li>▪ \$1,500 to \$5,500/month</li></ul>

### Scalable recurring revenue model

- Minimal capex
- Fixed cost base
- Cloud based platform
- Remote switch on service

## Current sales process (by stage)

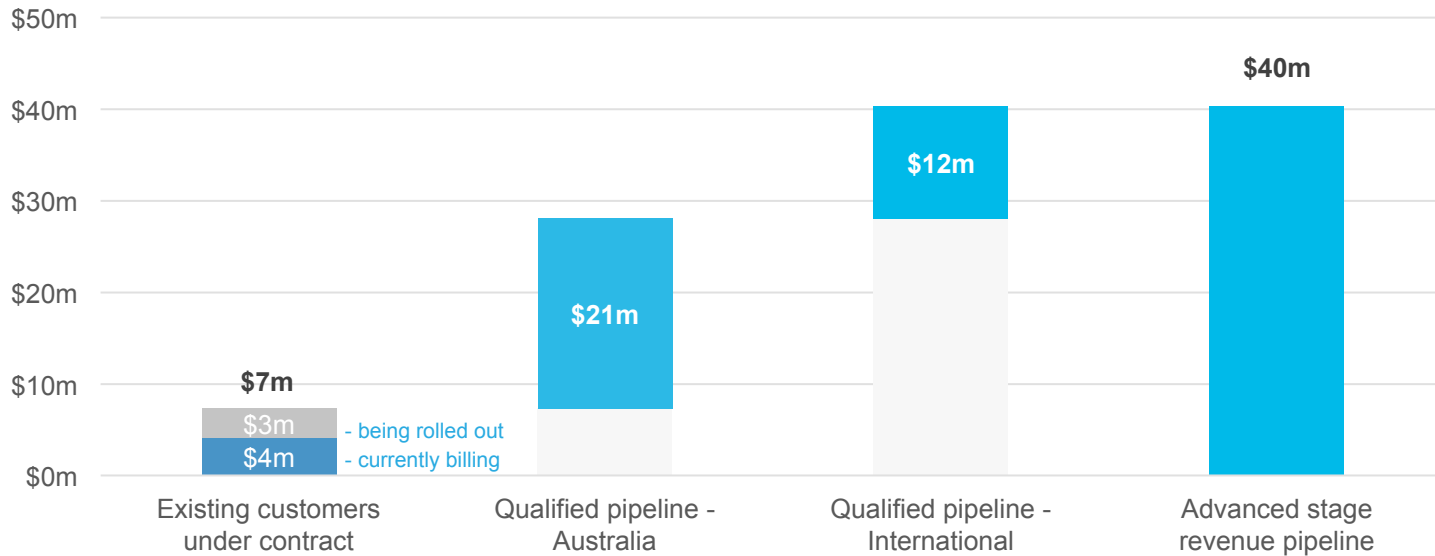
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- Current advanced stage revenue pipeline of \$40m
- Current conversion rate of pilots to contracting customers is 90%+

# Substantial qualified sales pipeline

Estimated revenue from advanced sales pipeline exceeds \$40m assuming 5 year terms



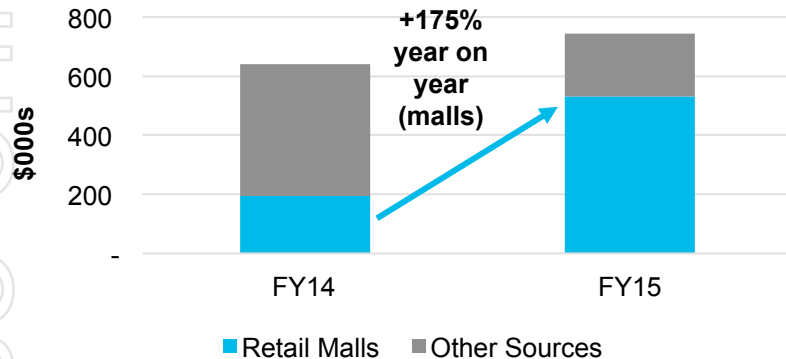
1. Assumes all retail malls currently under master services contracts are rolled out.
2. Subject to current expectations of aggregate market pricing, average venue size and gross operating margins.



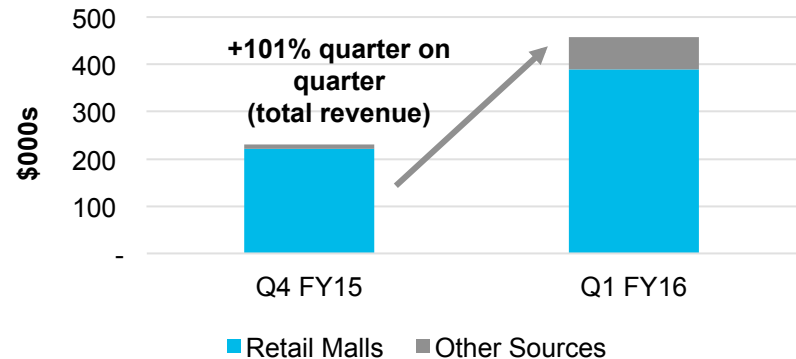
# Strong revenue growth

Data analytics revenues from Retail Malls is up 175% year on year and accelerating

Source of Revenues – Full year results



Source of Revenues – Quarterly results (unaudited)



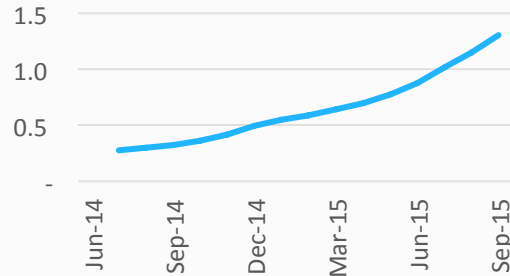
- **30 sites live and billing** by end of Q1 FY16 (up from 17 retail malls end of previous quarter)
- Expected roll-out to up to **68 retail malls** from current contracted customers in FY16
- **200+ retail malls** in advanced stages of commercial negotiation, **plus additional verticals**
- Revenue from “other sources” in FY14 included a once off sponsorship campaign

# Exceptional growth – operating metrics

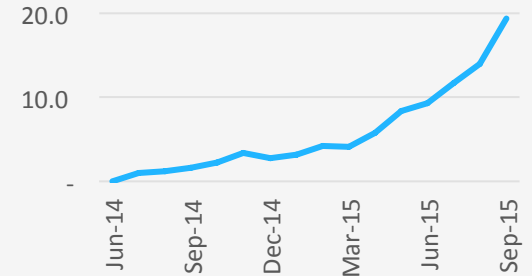
## Key metrics underpinning revenue growth

- Strong end user uptake demonstrating value of platform for retail customers
- Strong growth in user registrations, customer visits, WiFi sessions & data transfer
- Building a strong Big Data platform

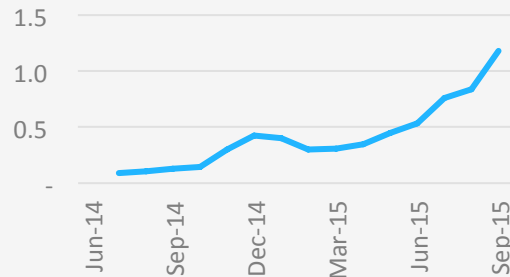
Total User Registrations (millions)



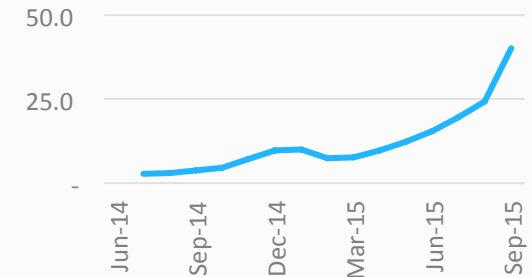
Monthly Customer Visits (millions)



Monthly WiFi Sessions (millions)



Monthly Data Transfer (terabytes)



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**CUSTOMERS**

# Exclusive long-term customers & partnerships

- Strong traction in direct sales
- Strategic reseller & distribution momentum in Australia and internationally
- Exclusive contracts with leading Australian & Brazilian retail property and mall groups

## Premium Australian Mall Operator

26 Retail Malls currently under roll out

13 retail malls live as at 30-Sep-15



2 retail malls currently live



4 Retail Malls in NZ portfolio

1 retail mall already live



19 Retail Mall/Office sites within portfolio

4 venues live as at 30-Sep-15



14 Retail Malls in Brazil portfolio

3 retail malls already live



50+ Premium Hospitality venues

2 complexes currently live  
(comprising 14 small venues)



Leading mobile marketing solutions provider across ANZ & US markets



Select IT

Leading New Zealand based systems integrator and authorised wireless hardware reseller



Authorised reseller in Thailand



Leading mobile marketing solutions provider across ANZ & US markets



Authorised reseller in UK & Ireland



Authorised reseller in SE Asia

# Creating sticky customers: Platypus Shoes



## Skyfii was engaged to provide a hyper-local marketing campaign for Platypus Shoes to increase loyalty and drive sales

- Platypus sponsored free public WiFi for a week throughout Sydney's Market City mall in Chinatown
- Skyfii pushed a 20% discount voucher for Platypus Shoes through Skyfii's dedicated media channels to potential customers in the malls

### Analytics

- 1,158 new people registered for Free Guest WiFi
- 3,858 people saw the 20% Voucher
- 11,577 impressions recorded

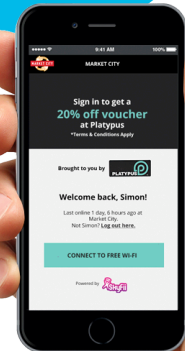
### Advertising

- 19,662 emails delivered
- 3,155 unique email opens (16%)
- 278 unique clicks (8.8%)

### Results:

60% over sales budget during campaign

39% over sales budget during month of campaign



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**PROVEN TEAM**

# Experienced leadership team

## Board



**Gary Flowers**  
**Non-Executive Chairman**

- Former COO at Mirvac
- Former CEO at ARU
- Director at Sparke Helmore Lawyers



**Anthony Dunlop**  
**Non-Executive Director**

- Director at Chapmans (ASX:CHP)
- Director at Digital4ge (ASX: RFN)
- 20+ years in finance, tech investment & advisory



**Wayne Arthur**  
**Chief Executive Officer**

- 15+ years global media sales experience
- Ex EYE Corp (now Champ Private Equity) & Titan Media Group



**James Scott**  
**Non-Executive Director**

- COO at Seven Group Holdings (ASX:SVW)



**Andrew Johnson**  
**Non-Executive Director**

- Current Chairman at Vodafone/BeMobile
- Managing Director of Delta Systems



**Chris Taylor**  
**Non-Executive Director**

- Vice President at NBC Universal

# Experienced leadership team

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## Management



**Wayne Arthur**  
**Chief Executive Officer**

- 15+ years global media sales experience
- Ex EYE Corp (now Champ Private Equity) & Titan Media Group



**Jason Martin**  
**Chief Technology Officer**

- Experienced in designing & building high volume processing systems



**Michael Walker**  
**Chief Operating Officer**

- 20+ years corporate & investment banking
- Extensive executive management experience



**Ian Robinson**  
**Sales Director**

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



**Brone Roze**  
**Chief Financial Officer**

- 7+ years finance & corporate advisory
- Ex Freelancer.com & KPMG Corporate Finance



**Simon Mainwaring**  
**Product Manager**

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



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## SUMMARY

# Key highlights

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- **Proven market leading position** with 15% market penetration in advanced stage pipeline (first year only)
- **Revenues of +40m over 5 years** from contracted and near term qualified pipeline (first year only)<sup>1</sup>
- **Massive growth opportunity in** huge global large venue & retail mall market through uniquely compelling product offering scalable globally
- **Strong customer offering validated by existing long term contracts** with largest retail mall property groups in first target markets - Australia, South Africa and Brazil
- **Multiple revenue streams** - subscription analytics, advertising and longer term data services
- Excellent **customer acquisition momentum with strong conversion rate** (over 90%) from pilot to long term contracts
- **Reliable high quality earnings pipeline with significant recurring revenue component** with more large venue opportunities near-term
- **Specialised and experienced Board & management team**
- **Exceptional growth potential** with huge short to medium term upside in SE Asia, USA and Europe
- **Tightly held stock** – top 20 hold 80%+

1. Includes estimated revenues from current customers and advanced stage sales pipeline, over the term of the contracts assuming five-year terms.

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**THE OFFER**

# Capital raising to accelerate existing client pipeline

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- Skyfii Limited (ASX: SKF) is undertaking a placement of new ordinary shares (**New Shares**) to raise \$4.0m at an issue price of \$0.15 per new share (**Placement**) to support the conversion of the existing advanced stage pipeline of domestic and international retail property groups into long term contracts for its data analytics product
  - In just 12 months Skyfii has secured a market leading position in the Australian, Brazilian and South African retail mall markets for data analytics with 15% penetration
    - These markets are estimated to be worth in excess of \$35m in annual recurring revenue for Analytics alone (excludes Advertising and Data Services revenue opportunities)
- Skyfii's advanced stage pipeline now exceeds \$40m in revenue over the term of the contracts (assuming five year terms)
- Current conversion rate of pilot clients to full service contracts is 90%
- Proceeds from the capital raising will also be applied to fund:
  - continued product development;
  - additional sales capability and other partnerships to maximise product distribution;
  - additional working capital and balance sheet strength; and
  - offer costs

# Capital raising overview

<b>Placement offer size</b>	<ul style="list-style-type: none"> <li>Placement of ~26.7m shares (~23.4% of issued share capital) to raise \$4.0m at the offer price</li> </ul>								
<b>Placement offer price</b>	<ul style="list-style-type: none"> <li>Offer price of \$0.15               <ul style="list-style-type: none"> <li>6.3% discount to Skyfii's share price on 28 October (\$0.16)</li> <li>7.8% discount to 5 day VWAP (\$0.163)</li> <li>9.6% discount to Skyfii's 1 month VWAP (\$0.166)</li> </ul> </li> </ul>								
<b>Timing</b>	<ul style="list-style-type: none"> <li>Books close on Friday, 30 October at 12:00pm (Sydney Time)</li> </ul>								
<b>Ranking</b>	<ul style="list-style-type: none"> <li>The new shares will be fully paid and rank equally with Skyfii's existing issued shares</li> </ul>								
<b>Underwriting</b>	<ul style="list-style-type: none"> <li>The placement is not underwritten</li> </ul>								
<b>Key dates<sup>1</sup></b>	<table border="0"> <tr> <td>Book build closes (12:00pm)</td> <td>Friday, 30 October 2015</td> </tr> <tr> <td>Announce capital raising and trading recommences</td> <td>Monday, 2 November 2015</td> </tr> <tr> <td>Settlement of Placement Shares</td> <td>Friday, 6 November 2015</td> </tr> <tr> <td>Expected ASX quotation of Placement Shares</td> <td>Monday, 9 November 2015</td> </tr> </table>	Book build closes (12:00pm)	Friday, 30 October 2015	Announce capital raising and trading recommences	Monday, 2 November 2015	Settlement of Placement Shares	Friday, 6 November 2015	Expected ASX quotation of Placement Shares	Monday, 9 November 2015
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1. All times are Sydney time. The Company reserves the right to change the timetable without notice.

# Cash position post capital raising

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<b>Pro-forma cash position</b>	<b>30-Sep-15</b>
Cash (including R&D tax grant received after 30-Sep-15 <sup>1</sup> )	\$2.3m
Capital raising (before transaction costs)	\$4.0m
<b>Total pro-forma cash position</b>	<b>\$6.3m</b>

- The Placement provides sufficient runway to execute on existing and advanced stage pipeline over approximately the next 12 months

1. The Company received the balance of its R&D tax grant (\$504k) in the first week of October 2015.

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This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (**Skyfii** or the **Company**), in relation to a placement (**Placement**) of new fully-paid ordinary shares in the Company (**New Shares**) to investors pursuant to section 708A of the Corporations Act 2001 (Cth) (**Corporations Act**). The Placement is exempt from the disclosure requirements of Part 6D.2 of the Corporations Act. The offer of New Shares to which this presentation relates complies with the requirements of section 708A(5) of the Corporations Act and a "cleansing notice" complying with section 708A(5)(e) will be lodged with the ASX.

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

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