



2015 Skyfii AGM Presentation  
26<sup>th</sup> November 2015



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

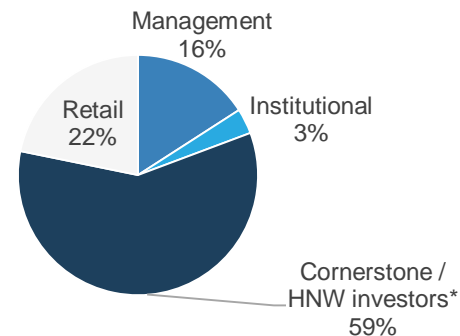
# Company overview

- 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 70%

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

ASX code	SKF
Share price (23 Nov 2015)	A\$0.16
Share capital invested to date	A\$15 million
Market capitalisation (23 Nov 2015)	A\$22.6 million
Total shares outstanding	141,135,189

## Capital structure



\* Includes shareholdings of more than 400,000 shares.

1. Market data as at 23 November 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**

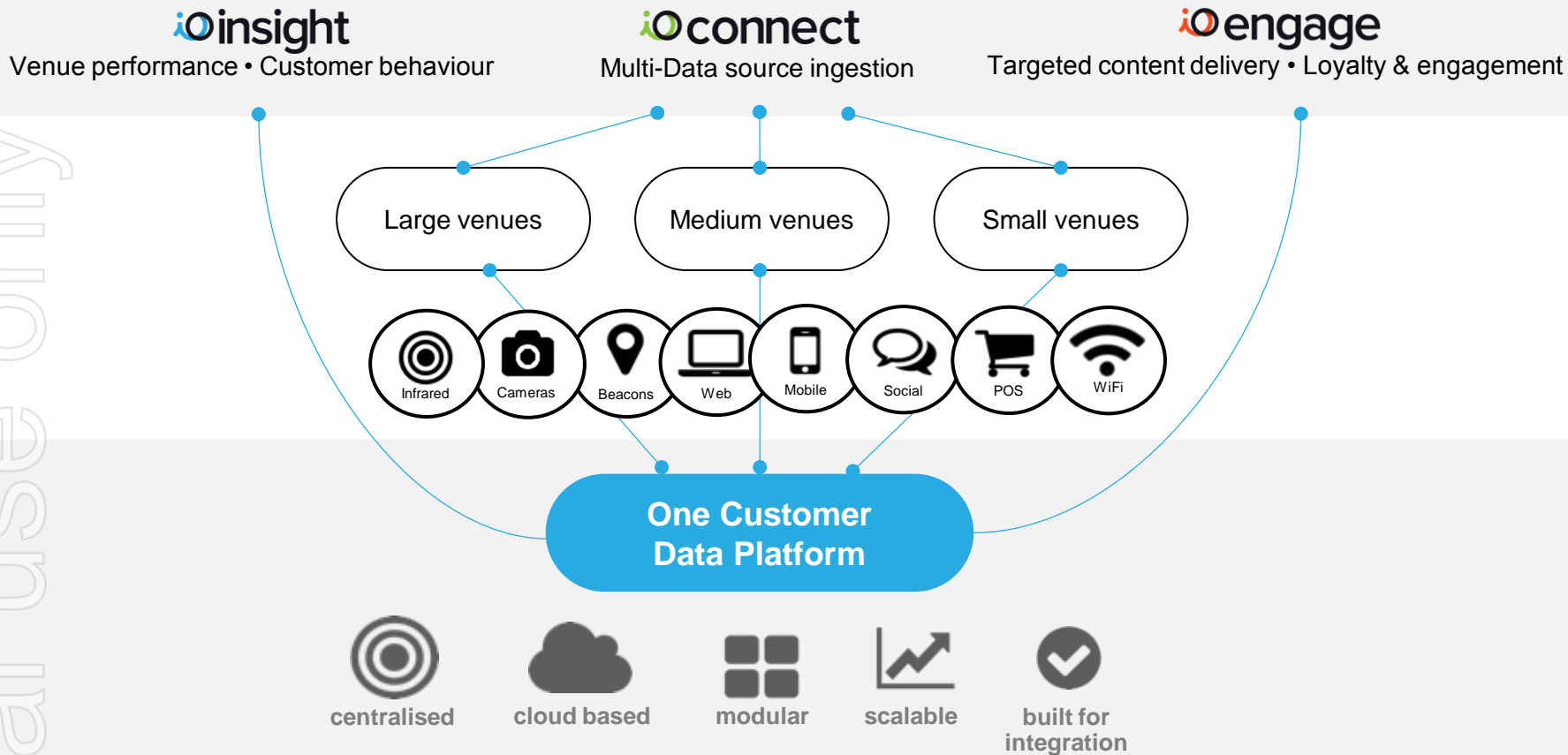
1. \* Refers to the number of malls either in contract or advance stage pipeline.
2. These figures reflect a 15%+ penetration rate within the retail mall sector in Australia, Brazil & Africa.
3. 15% market penetration of the US retail mall market would deliver \$250m in annual recurring revenues for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

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OUR SOLUTION

# One single platform with 3 key components

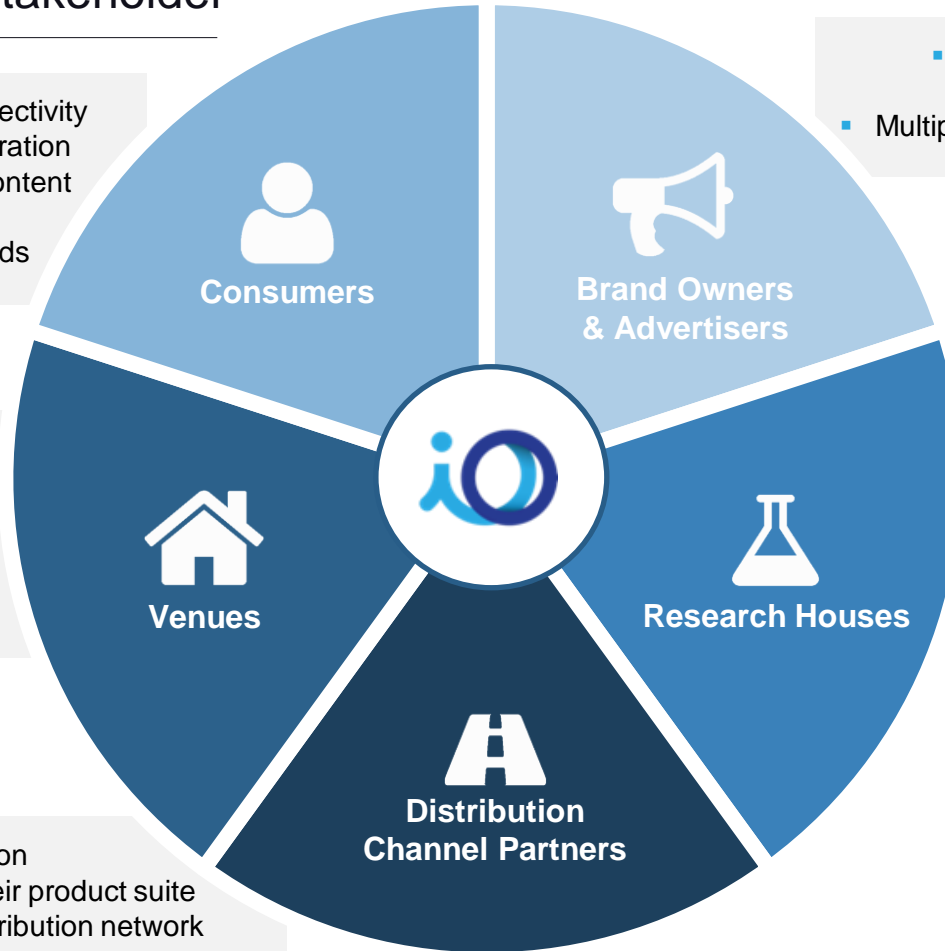


# Our ecosystem: Benefits for every stakeholder

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

- 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



- Targeted audience
  - Location data
- Multiple delivery channels

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



## FY15 REVIEW & OUTLOOK

# FY15 year in review

## New billable clients

### Premium Australian Mall Operator

28 Retail Malls currently under roll out

25 live as at 15 November 2015



Now part of Vicinity centres  
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)

## Distribution and re-seller partners



Leading mobile marketing solutions provider across ANZ & US markets



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 UK & Ireland



Authorised reseller in Thailand



Authorised reseller in SE Asia



## FY15 year in review

**17**

new venues  
converted to  
billing  
customers

An additional

**45**

venues under  
contract still to  
be rolled out

Revenues of

**\$744k**

Up 16% YOY

**New**

distribution  
opportunities  
within UK,  
Ireland, SE  
Asia

**\$40m**

advanced  
stage sales  
pipeline  
assuming 5  
year contract  
terms

**15%**

penetration of  
the Australian  
retail mall  
market and  
growing

**90%**

conversion rate  
of pilot trials to  
customers



# FY16 outlook

Skyfii expects to continue to show strong growth across financial and operational metrics as it continues to build out its footprint globally

## Key areas of focus in FY16 and beyond will include:

- Continued focus on converting mall pipeline prospects into trials and full service contracts
- Continued focus on new verticals outside of retail malls including transit, healthcare, education & hospitality
- 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

## Key highlights already in FY16

- Revenues in Q1 FY16 already 101% up from prior quarter
- Strong conversion rate of pilots to contracts continuing
- New distribution deals signed within UK & SE Asia
- Billable venue numbers have more than doubled from 17 at end of FY15 to 42 as at end November 2015
- Average monthly installations have tripled since July 2015

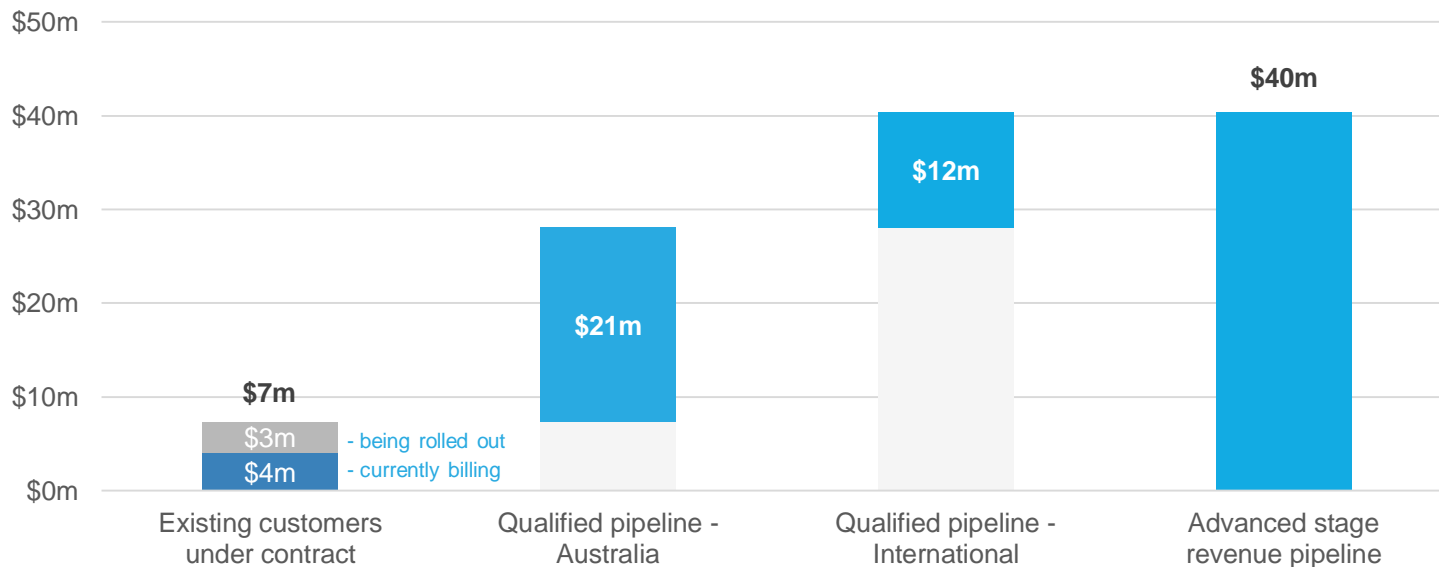
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**FINANCIALS**

# Substantial qualified sales pipeline

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

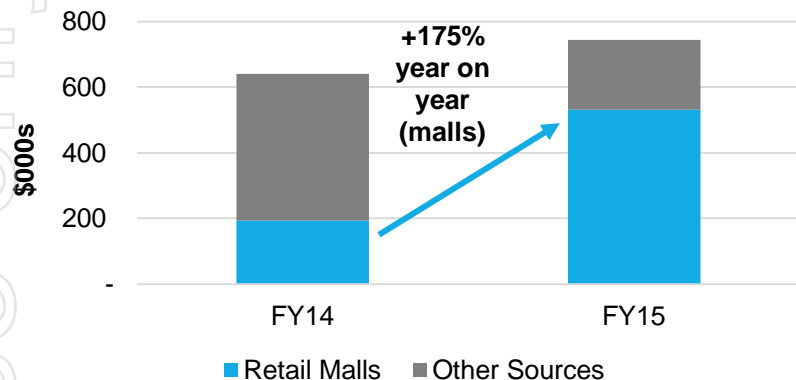


1. Assumes all retail malls currently under master services contracts are rolled out.
2. Subject to current expectations of aggregate market pricing, average venue size and gross operating margins.

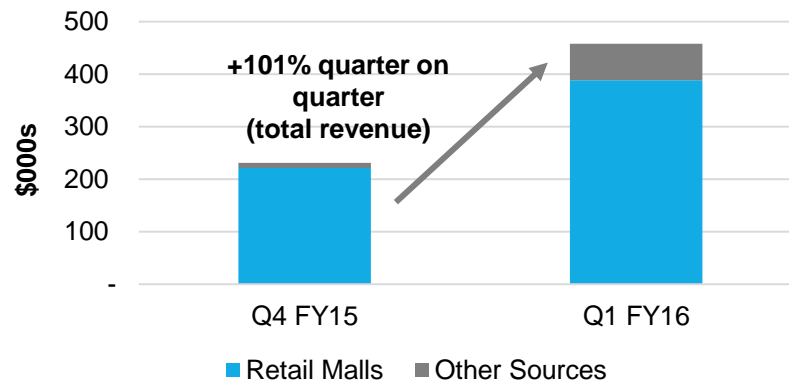
# Strong revenue growth

Data analytics revenues from Retail Malls in FY15 was up 175% year on year and accelerating

Source of Revenues – Full year results



Source of Revenues – Quarterly results (unaudited)



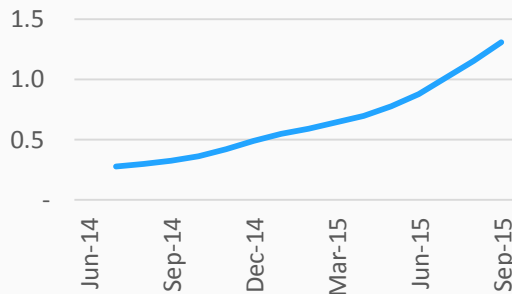
- **30 sites live and billing** by end of Q1 FY16 (up from 17 retail malls end of previous quarter)
- Expected roll-out to up to **68 retail malls** from current contracted customers in FY16
- **200+ retail malls** in advanced stages of commercial negotiation, **plus additional verticals**
- Revenue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

# Exceptional growth – operating metrics

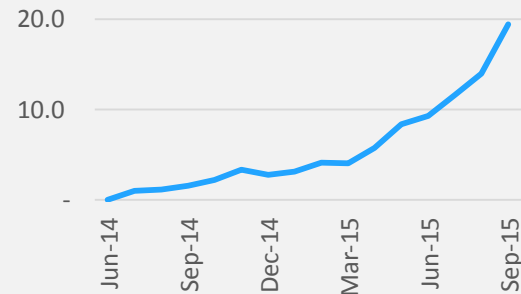
## Key metrics underpinning revenue growth

- 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

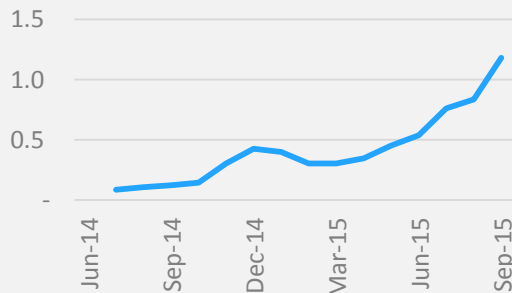
Total User Registrations (millions)



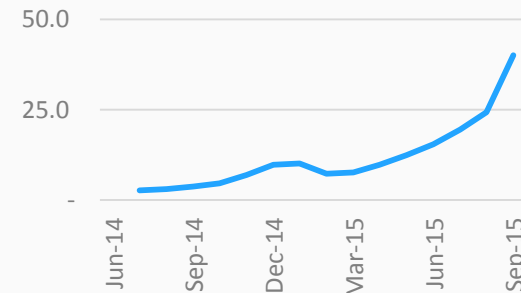
Monthly Customer Visits (millions)



Monthly WiFi Sessions (millions)



Monthly Data Transfer (terabytes)



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**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 70%+

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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