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2016 ANNUAL
GENERAL MEETING
30TH NOVEMBER 2016



skyfii

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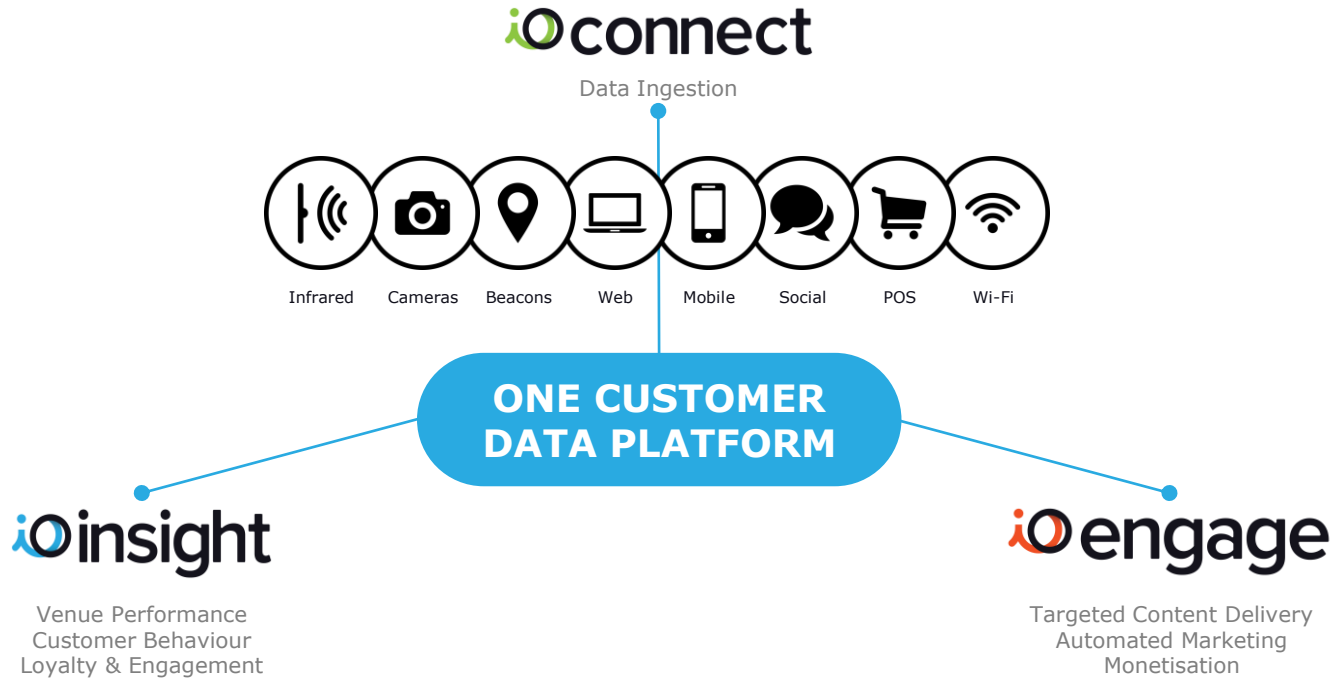
Improving customer experiences
by understanding human
behaviour.

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PRODUCT

A Single Cloud-Based Solution



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STRATEGY

A Multi-Faceted Growth Strategy

People

Invest in best of breed talent

Technology

Continued investment in R&D and product development

Vertical focus

Invest energy & resource into qualified verticals

Channel Partners

Recruit, engage and enable the right channel partners

Key Geographies

Expand into key, primary markets in the US and UK

Pathway to Profitability

ESTABLISH A DOMESTIC PLATFORM.

Focus product, technology & sales in delivering growth in ANZ

FY14

BUILD A MARKET-LEADING TECHNOLOGY STACK.

Build a scalable platform to service the needs of contracted enterprise customer

FY15

ESTABLISH AN INTERNATIONAL PLATFORM.

Establish a presence in the US & UK markets to drive international expansion

FY16

EXPAND SALES & MARKETING CAPABILITY.

Invest in sales and marketing capability to aggressively grow revenues in ANZ, UK & US markets.

Global deployment of channel partner program

FY17

ACCELERATED REVENUE GROWTH.

Accelerate revenue growth through strong market position with global channel partners & clients direct

Deliver pathway to breakeven

FY18

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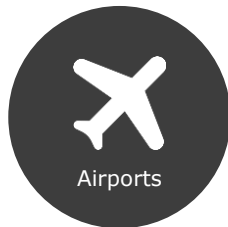
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GEOGRAPHIC &
VERTICAL FOCUS

Opportunities Across a Variety of Verticals

LARGE



MEDIUM



SMALL



FY16



FY17/18

Our Primary Target Markets: USA, UK & ANZ

UK

Quick Market Facts

- **1,648** Malls
- **298,000** Retail outlets
- **160** Universities
- **184** Casinos

USA

Quick Market Facts

- **114,893** Malls
- **6.2m** Retail outlets
- **7,200** Universities
- **1,500** Casinos
- **2,400** Stadiums

South East Asia

1,100+
Retail Malls

Core markets opportunity of \$15.2Bn in annual recurring revenues for Analytics alone

South Africa

1,785
Retail Malls

ANZ

Quick Market Facts

- **1,600** Malls
- **33,000** Retail outlets
- **18,000** Healthcare locations

Brazil

275
Retail 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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OPERATING HIGHLIGHTS

Key Strategic Objectives FY16

1



**Continued
retail
footprint
growth**

2



**Expand into
new
verticals**

3



**Continued
product
development**

4



**Data
partnerships
& data
services**

5



**Scalable
distribution**

6



**Grow
recurring
revenues**

Delivery Against Objectives FY16

1

Continued retail footprint growth

Mirvac, Merivale, Blackstone, Barangaroo, Lederer Group, Saga Group

The GPT Group, Scentre Group, Iguatemi (Brazil), World Square, IPOH

2

Expand into new verticals

Hospitality:
Merivale

Municipality:
Waverley Council, City of Cincinnati

Imminent:
Education

3

Continued product development

Launch of **marketing tools** on subscription model

Launch of **data science capability** on project basis

4

Data partnerships & development of data services

Ingest of google analytics, live weather, CRM integrations

New revenue secured for paid data science consultancy

5

Scalable distribution

Certified global ecosystem partner of Aruba HPE

Signed 10 x channel partners across UK, US markets.

Cincinnati Bell & Optus (Telco)

6

Grow recurring revenues

362% growth in recurring revenues YOY

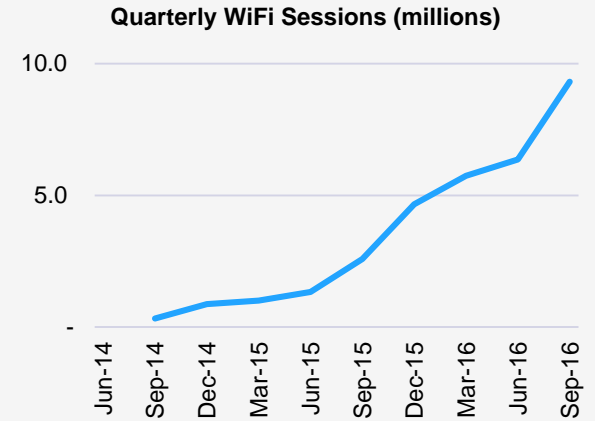
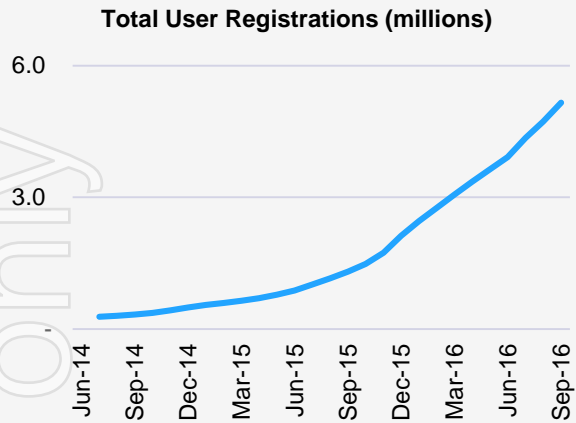
\$1.6m in current annualised recurring revenues

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FINANCIAL HIGHLIGHTS

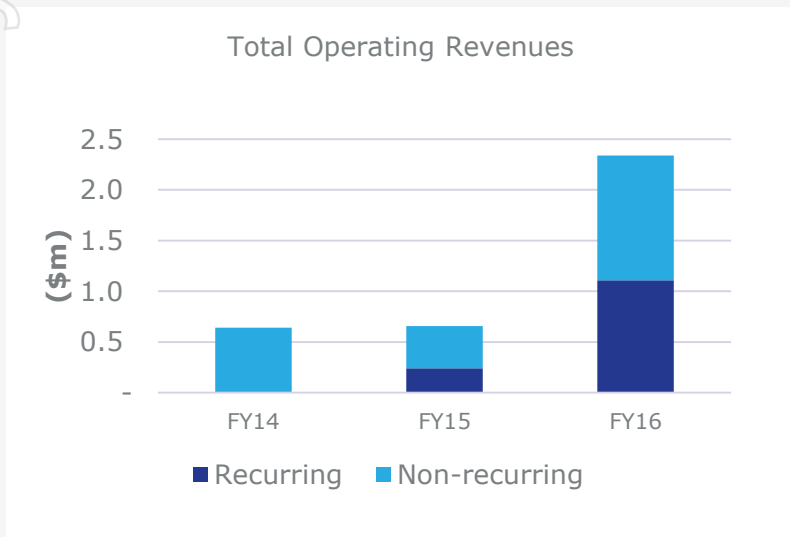
Strong Growth in Key Operating Metrics



- Significant growth in total registered user base of +32% qoq from 3.9 million to 5.2 million
- Significant growth in WiFi sessions of +46% quarter on quarter
- Significant growth in customer venue visits of +33% quarter on quarter

Significant Growth in Operating Revenues

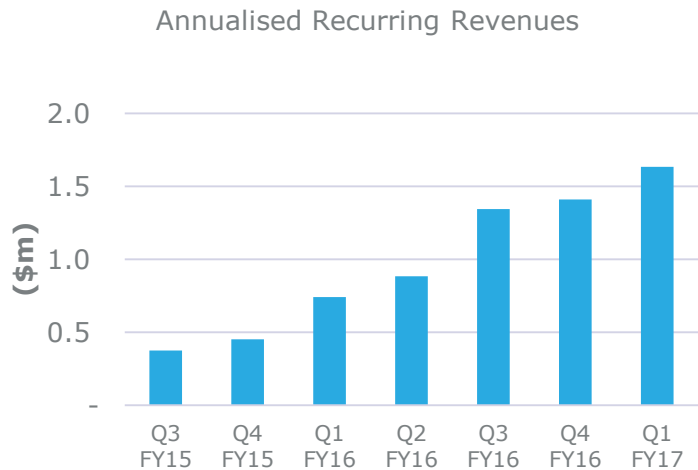
Total revenues continue to grow with increased contribution from recurring revenue channels



- Strong growth in **total operating revenues to \$2.3m** in FY16, up +256% on pcp
- Strong growth in **recurring revenues** to \$1.1m in FY16, **up +362%** on pcp
- Recurring revenues are generated from on-going subscription fees for access to Skyfii's data analytics platform
- Non-recurring revenues are generated from implementation and upfront setup fees and through the upsell of other services including marketing and content delivery tools and data science capabilities

Significant Growth in Recurring Revenues

Recurring revenues from subscriptions and managed services continues to accelerate



- 74 sites live and billing by end of June 2016 (end Q4) – 83 as at 30th September 2016
- New customer installations continue to grow qoq
- Strong growth in recurring revenues in FY16, up 362% on pcp
- Q1 FY17 recurring revenues up 16% qoq to \$409k

Qualified Sales Pipeline Snapshot

Presentation & Demonstration

**Pilot Phase
(4 weeks+)**

**Contract
negotiation**

**5 year qualified
pipeline of \$58m+**

Vertical	Market	Sites	Est. Ann. Rev.
Property Groups	AU	1215	\$1.5m
Transport	Asia	130	\$3.7m
Education	UK	1	\$2.5m
Govt.	Asia	1100	\$1.32m
			\$9m
Property Groups	US	1800	\$3.5m
Retailers	AU	800	\$1.0m
Entertainment	AU	77	\$395k
Retailers	UK	1800	\$1.0m
			\$5.9m
Property	AU/US	122	\$1.0m
Education	UK	1	\$75k
Retailers	UK	200	\$50k
Retailers	South Africa	398	\$350k
			\$1.5m
			\$16.4m

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SUMMARY & OUTLOOK

Summary

- **Advanced stage pipeline of \$58m¹** with increasing contribution from the UK & US markets
- **Annualised recurring revenue potential of additional \$16m** from advanced stage pipeline
- **Recurring revenues up 362% in FY16** providing a strong revenue platform for FY17
- **Unlocked new and exciting verticals**
- **Enhanced revenue opportunity** with new marketing subscription product and data science
- **Strong penetration in** UK/US markets

Outlook

- **Investment in sales & marketing** to facilitate growth in customer acquisition
- **Expansion of Channel Partner network** to facilitate international growth strategy
- **Continued improvement and expansion of product suite** to generate incremental revenue growth
- **Securing customers in new adjacent verticals** to increase total addressable market
- **Continued strong revenue performance** with a clear pathway to profitability

1. Assuming full rollout and 5 year contract terms excluding additional revenues from advertising and data services.

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