

mal use only

INVESTOR PRESENTATION MARCH 2017

skyfii



WHO WE ARE	3
INVESTMENT HIGHLIGHTS COMPANY	9
CUSTOMER OUTCOMES	14
OPERATING AND STRATEGIC HIGHLIGHTS	19
GROWTH STRATEGY & EXECUTION	25
TEAM	28

mal use only



WHO WE ARE



Data analytics and customer engagement platform

We collect and use data to drive outcomes

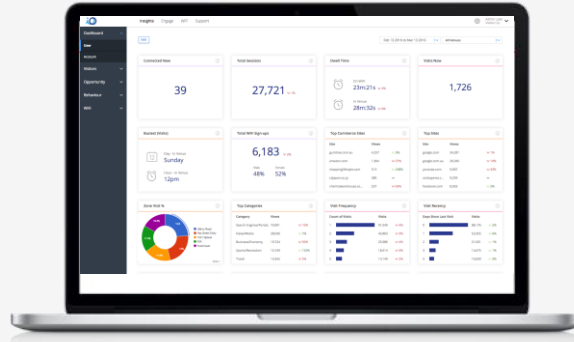
- Improve venue performance
- Promote and drive loyalty
- Increase operational efficiency
- Improve customer experience

The Skyfii IO platform has 3 key elements



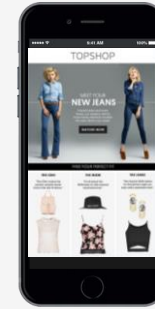
iOconnect

Data collection, secure guest access



iOinsight

Real time customer behavioural analytics

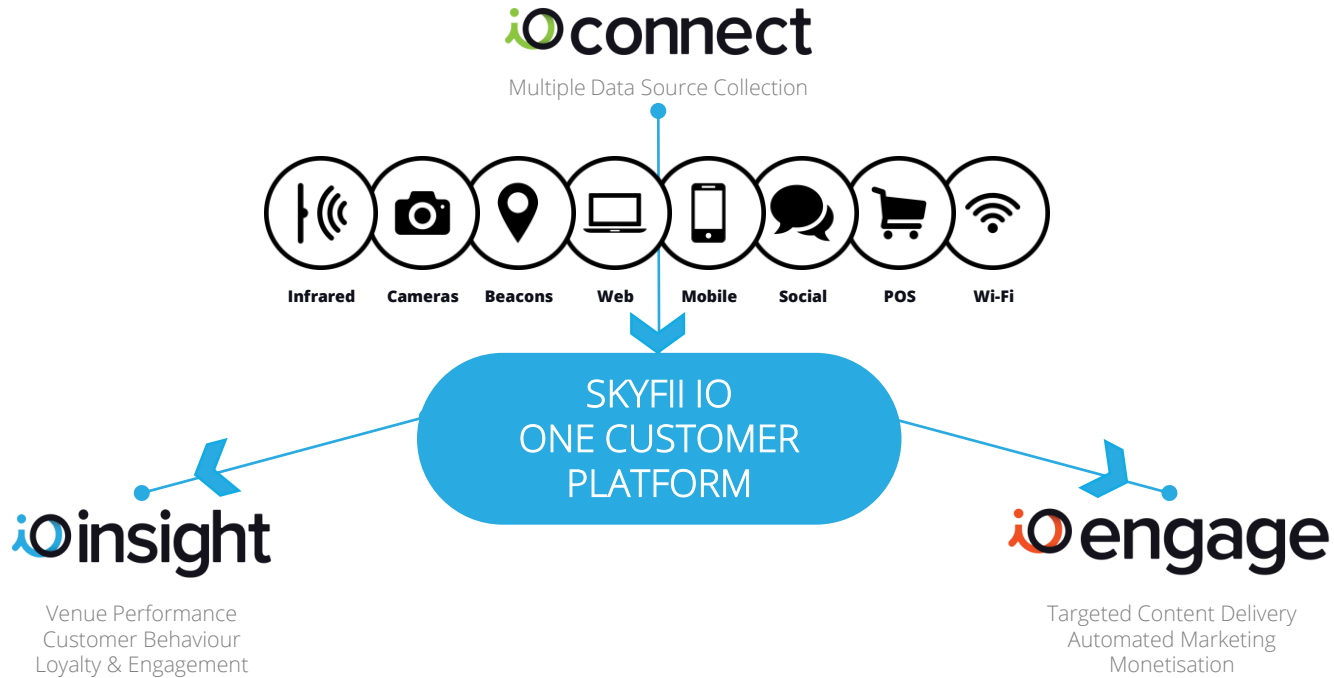


iOengage

Data driven, location based marketing engagement

Internal use only

A Single Cloud-Based Solution



Internal use only

Total Business offering

- Data science projects
- Data consultancy

DATA SCIENCE & SERVICES

FY17

- Splash page ads
- Interstitial video

ADVERTISING & SPONSORSHIPS

FY17

- CRM marketing
- SMS, Email, App, Video

ENGAGE

FY17

- Data collection
- Guest access
- Analytics insights

IO CONNECT

IO INSIGHT

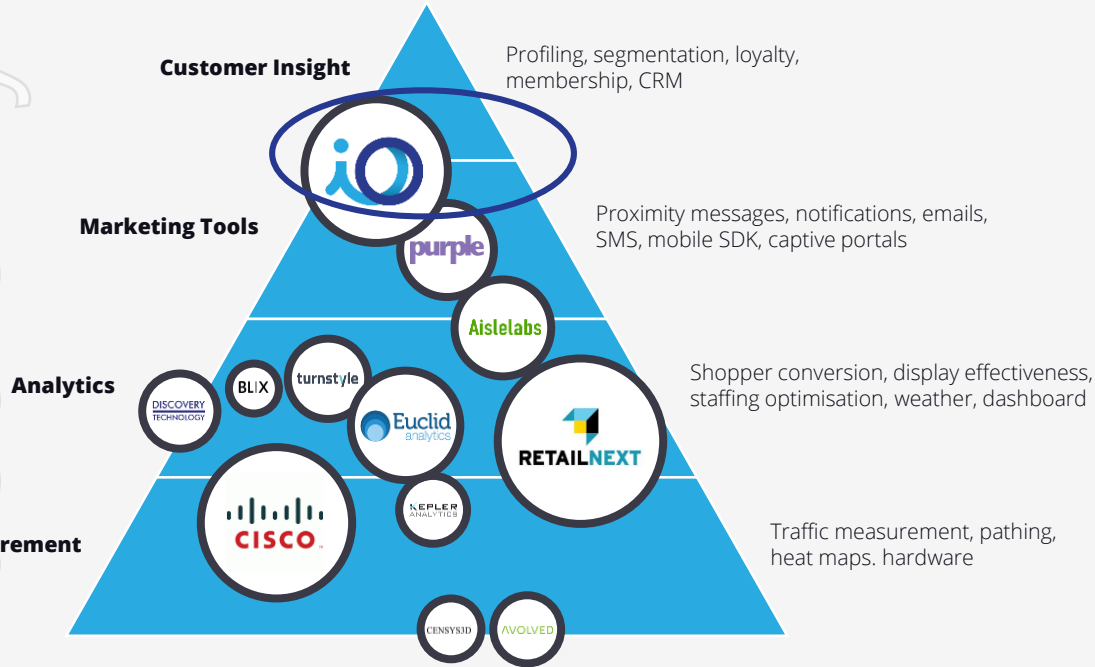
FY15/16

FOUNDATION DATA LAYER

Final Business Offering

Competitive landscape

VALUE PROPOSITION



Skyfii IO is ahead of the trend – with features that matter most

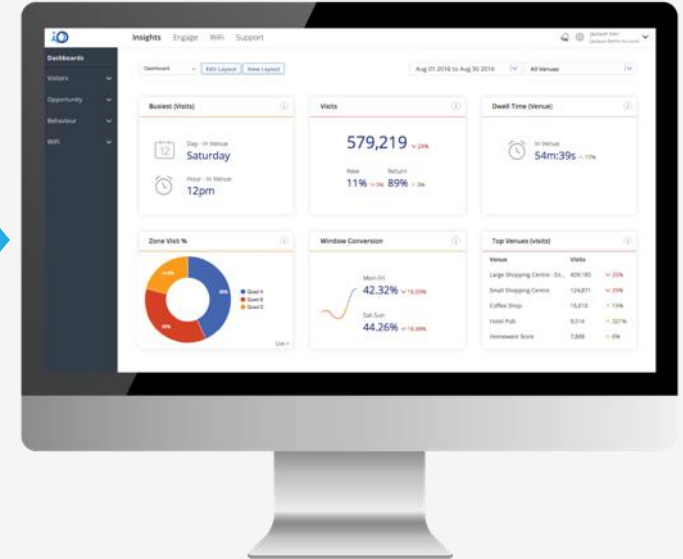
Internal use only



INVESTMENT HIGHLIGHTS
COMPANY OVERVIEW

Investment highlights

- **Strong existing revenues** – 1HFY17 revenue of \$1.386m, up 26% pcp (\$1.9m annualised recurring revenues based on Q2 FY17)
- **Recurring revenue base on minimum 3 year contract terms** backed by blue chip customers
- **Global growth opportunity** targeting an \$8.5bn market with **existing convertible pipeline totaling \$68m over 5 years** (circa \$13m per annum)
- **Strong penetration into growing number of verticals** (Retail, Transit, Education, Government)
- **Recent major contract wins announced in 2017** (Durham University, City of Cincinnati, Brazil expansion (Aliansce))
- **New revenues streams accruing** in current quarter (Q3 FY17) from Data Science & Advertising Sponsorships



Key customers

AUSTRALIA	INTERNATIONAL		UK
Retail	Municipalities	Transit (In Pilot)	Education

Scentre Group



WAVERLEY
COUNCIL



NZ RETAIL
PROPERTY
GROUP
MADE
FOR NZ



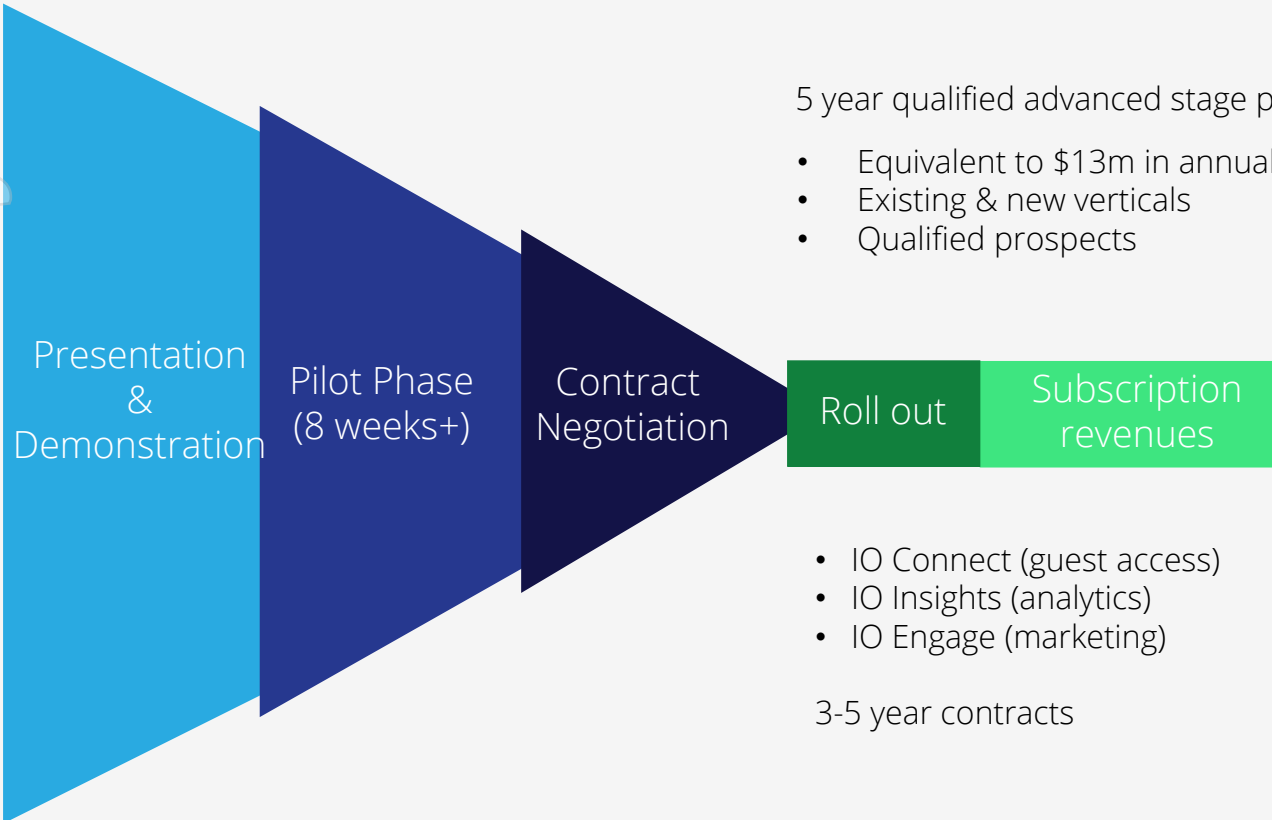
Brookfield



skyfii

internal use only

Qualified sales pipeline snapshot



5 year qualified advanced stage pipeline of \$68m+¹

- Equivalent to \$13m in annual revenues
- Existing & new verticals
- Qualified prospects

- IO Connect (guest access)
- IO Insights (analytics)
- IO Engage (marketing)

3-5 year contracts

¹ Assuming full roll out and 5 year contract terms excluding additional revenues from advertising and data services. Defined as proposals presented, pilots underway and submissions tendered.

Internal use only

Company overview

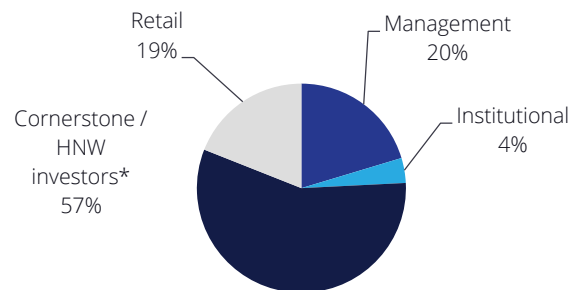
Key Market Statistics

ASX code	SKF
Share price (21 Mar 2017)	A\$0.055
Market capitalisation (21 Mar 2017)	A\$14.3 million
Total shares outstanding	260.6 million
Cash Balance 31 Dec 2016 (pro-forma ¹)	A\$5.6 million

Key Shareholdings

	Shares Held
White Family	36,061,587
Bruce Gordon	15,392,436
Jan Cameron	17,009,380

Composition of Shareholders (Mar-17)



- * Includes shareholdings of more than 400,000 shares
- Tightly held – Top 20 shareholders hold ~70%
- Peter Gammell, Richard Freudenstein joined the register at last raise in Dec 2016

¹. Pro-forma cash balance as at 31 December 2016 plus gross capital raised in February 2017.

mal use only



CUSTOMER OUTCOMES

Improve customer retention

Goal:

Improve retention through engaging and rewarding shoppers

Action:

Analysing in store customer behaviour and preferences to drive more effective marketing

Features:

- Location & Gender specific offers driving higher food court consumption
- Customer profiling via survey tool gathering timely, qualitative,

Outcome:

- Higher food court consumption
- Detailed customer survey data
- Increase in loyalty membership base



Identify key venue attractors

Goal:

Determine which zones are the key centre attractors

How many people use the food court and nothing else?
And of the people that use the food court what other areas of the centre do they shop and when?

Action:

Using our real time travel pathing capability and heat mapping feature we can plot and predict zone based conversion and dwell time to identify key zones

Outcome:

Re-orientation of food court precinct to drive more centre wide foot flow



Improve taxi queue wait times

Goal:

Understand taxi queue wait times over a period of time

How long are people queuing in total vs number of taxis available and staff on site

Action:

Using our time stamp and dwell time algorithms we can assess overall dwell time by devices within the specific queue areas

Outcome:

A detailed understanding of busiest times of day and days of week to assist in workforce planning and in advance notification to taxi ranks



Understand precinct usage

Goal:

Understand which areas of the University get more usage and dwell than others

How do students commute across campus and which routes are most common and lecture hall occupancy

Action:

Using our real time travel pathing capability and heat mapping feature we plot and predict zone based conversion and dwell time to identify key zones, travel paths and high dwell areas

Outcome:

Determine a lack of students returning to boarding houses for pre paid lunches based on travel time.

Optimise classroom occupancy and work force management



Internal use only



OPERATING & STRATEGIC
HIGHLIGHTS

Revenue Generated Across 3 Streams

1

SUBSCRIPTIONS

Recurring revenues on 3-5 year contracts
'IO platform'

- IO Connect (guest access)
- IO Insights (analytics)
- IO Engage (marketing)

2

TRANSACTIONS

Data as an ingredient to drive a sales or marketing outcome

- Advertising partnerships
- 3rd Party Sponsorships

3

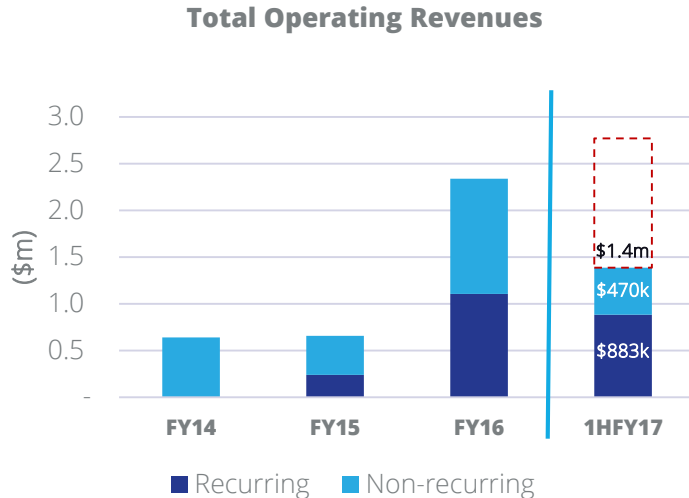
SERVICES

Helping drive business outcomes through effective use of data

- Data science services
- Data consultancy

Significant growth in operating revenues

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

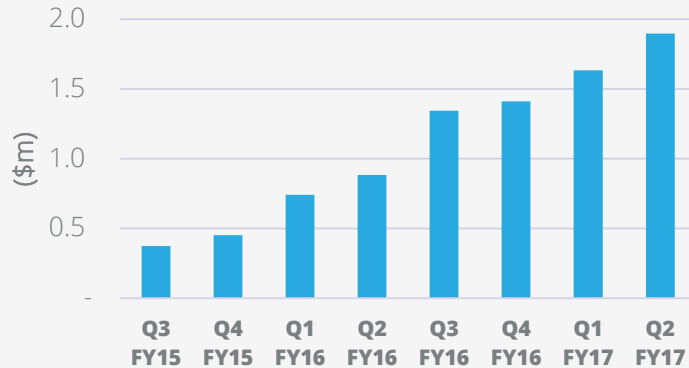


- **Strong growth in total operating revenues to A\$1.386m** in 1HFY17, up +26% on pcp
- **Strong growth in recurring revenues to A\$883k** in 1HFY17, up +117% on pcp (A\$1.9m annualised based on Q2 FY17)
- **Recurring revenues** are generated from on-going subscription fees for access to Skyfii's 'IO' data analytics platform
- **Non-recurring revenues** are generated from implementation and upfront setup fees and through the upsell of other transactions and 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

Annualised Recurring Revenues



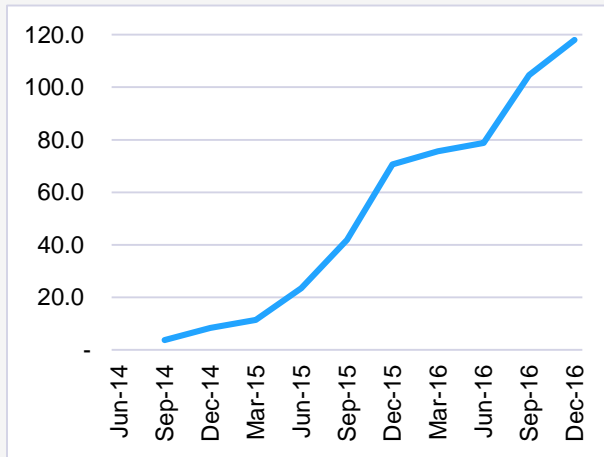
- **Strong growth in recurring revenues to to A\$883k** in 1HFY17, up 117% on pcp
- **Current annualised recurring revenues of A\$1.9m**, up 115% on pcp*

* Annualised based on Q2 FY17.

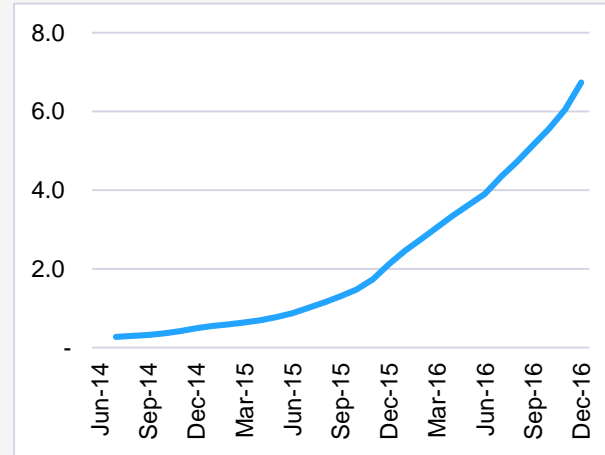
Strong growth in analytics and marketing capability

Data analytics grows to 120 million visits per quarter, marketing capability to 6.7 million users*

Quarterly Customer Visits (millions)



Total User Registrations (millions)



* As at 31 December 2016

Milestones achieved – FY16 & year to date

Objective

Retail footprint growth

Expand into new verticals

Product development

Partnerships & data services

Build distribution

Grow recurring revenues

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

✓ GPT Group, Scentre Group, Iguatemi (Brazil), World Square, IPOH; Aliansce group (Brazil)

✓ **Hospitality:** Merivale

✓ **Municipality:** Waverley Council
City of Cincinnati

✓ **Education** Durham University

✓ Launched **marketing tools** on subscription model

✓ Launched **data science capability**

✓ Google analytics, live weather, CRM integrations

✓ **New revenue secured** for paid data science consultancy

✓ Signed 15 x channel partners across UK, US markets

✓ Optus (Telco)

✓ **362%** growth in recurring revenues FY16 vs FY15

✓ **\$1.9m** in current annualised recurring revenues (Q2 FY17)

Delivery

Internal use only



GROWTH STRATEGY AND
EXECUTION

Sales in growing number of verticals and geographies

LARGE



MEDIUM



SMALL



● FY16
● FY17/18

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

Internal use only

mal use only



PROVEN TEAM

Fit for purpose, experienced board



JAMES SCOTT

Non-Executive Chairman

- COO at Seven Group Holdings (ASX:SVW)



WAYNE ARTHUR

Chief Executive Officer

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



ANDREW JOHNSON

Non-Executive Director

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

Specialist leadership team



WAYNE ARTHUR

Chief Executive Officer

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



JOHN RANKIN

Managing Director/Chief Operating Officer

- 4 years in the retail property sector (Former Director at The GPT Group)
- 10 years global media sales (Former GM at EYE Corp, now Champ Private Equity)



MICHAEL WALKER

Chief Innovation Officer

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



JASON MARTIN

Chief Technology Officer

- Experienced in designing and building high volume processing systems



BRONE ROZE

Chief Financial Officer

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



IAN ROBINSON

Sales Director

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

Important Notice and Disclaimer

This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (**Skyfii** or the **Company**). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation may contain information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements, as are statements regarding the Company's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause actual results to differ materially from those expressed or implied in such statements.

The Company cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that the Company's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and the Company assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

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

To the maximum extent permitted by law, the Company makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, the Company shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.

mal use only

skyfii^{io}
Data . Decision . Delivery