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# INVESTOR PRESENTATION

## MARCH 2017

skyfiiio



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WHO WE ARE



Data analytics and customer  
engagement platform

We collect and use data to  
drive outcomes

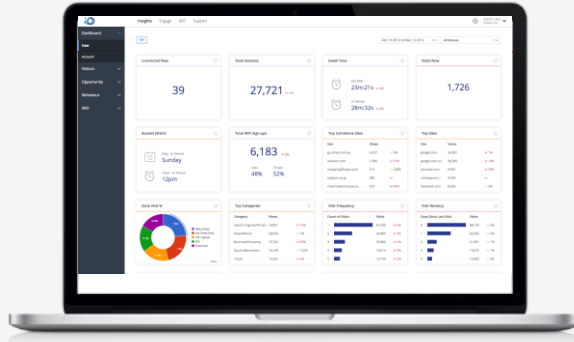
- Improve venue performance
- Promote and drive loyalty
- Increase operational efficiency
- Improve customer experience

# The Skyfii IO platform has 3 key elements



**iOconnect**

Data collection, secure guest access



**iOinsight**

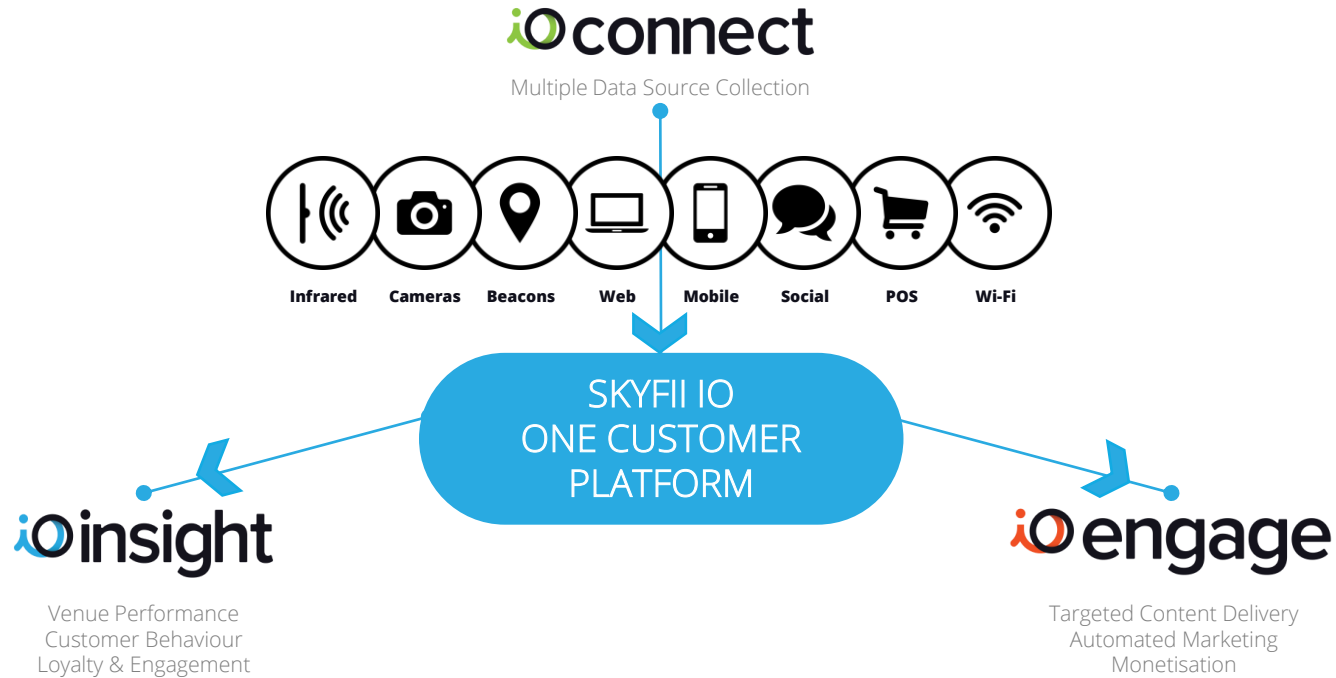
Real time customer behavioural analytics



**iOengage**

Data driven, location based marketing engagement

# A Single Cloud-Based Solution



# 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

# Competitive landscape

VALUE PROPOSITION

Measurement

Analytics

Marketing Tools

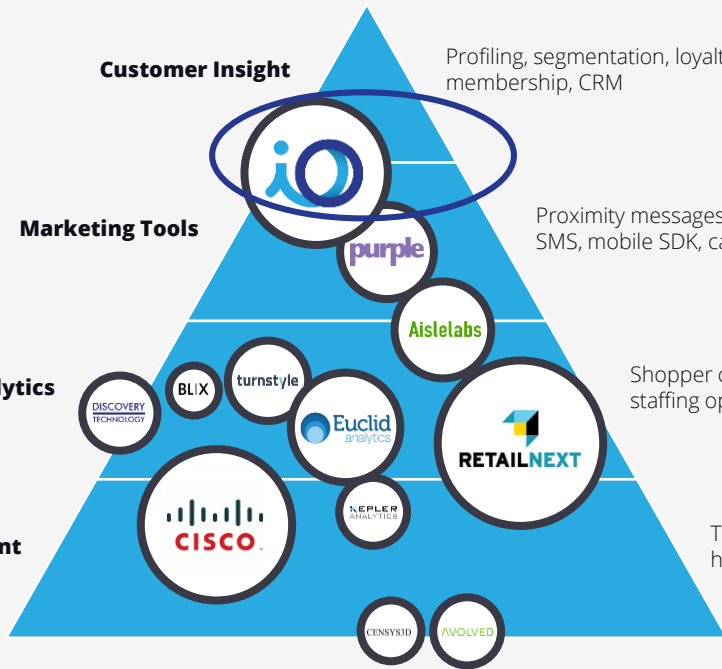
Customer Insight

Profiling, segmentation, loyalty, membership, CRM

Proximity messages, notifications, emails, SMS, mobile SDK, captive portals

Shopper conversion, display effectiveness, staffing optimisation, weather, dashboard

Traffic measurement, pathing, heat maps, hardware



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



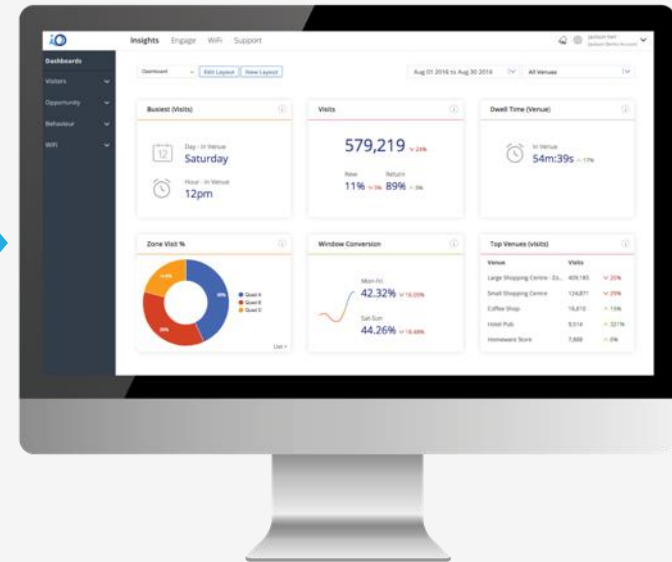
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INVESTMENT HIGHLIGHTS  
COMPANY OVERVIEW

# 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**



**NZ RETAIL  
PROPERTY  
GROUP**  
MADE FOR NZ

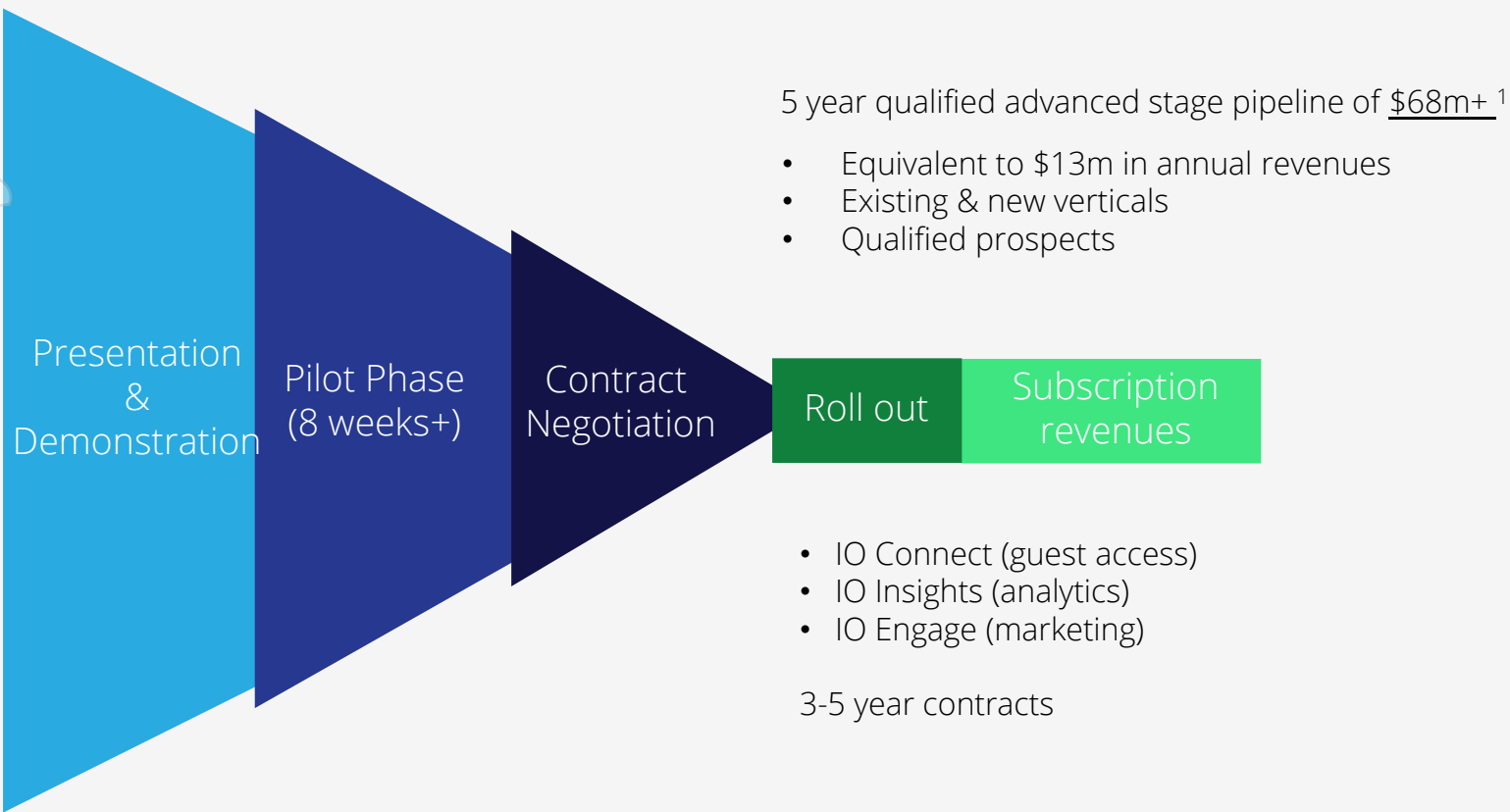


**Brookfield**



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# Qualified sales pipeline snapshot



<sup>1</sup> 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.

# Company overview

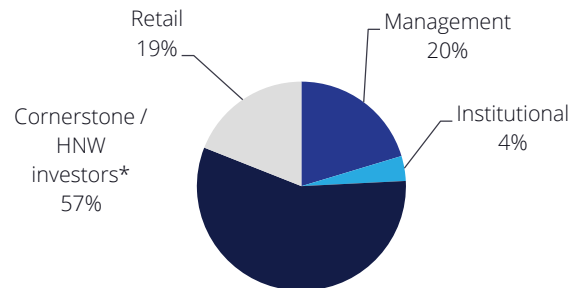
## Key Market Statistics

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 <sup>1</sup> )	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.

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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



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## 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
- 3<sup>rd</sup> Party Sponsorships

3

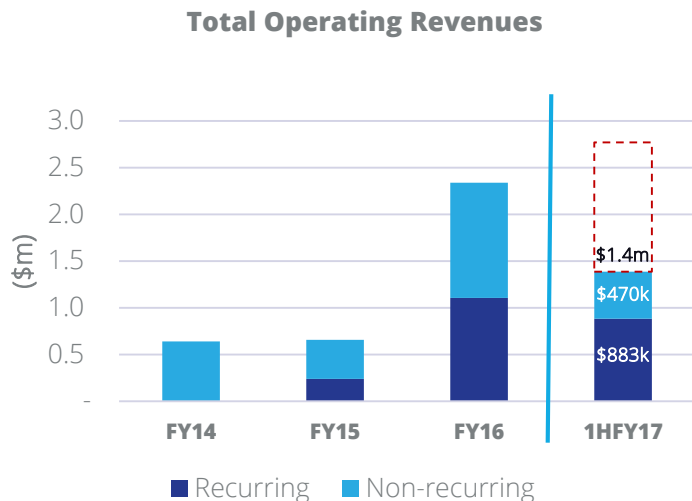
## SERVICES

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

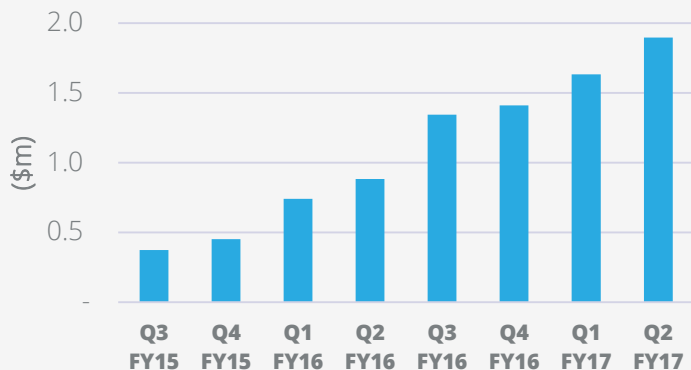


- **Strong growth in total operating revenues to A\$1.386m** in 1HFY17, up +26% on pcp
- **Strong growth in recurring revenues to A\$883k** in 1HFY17, up +117% on pcp (A\$1.9m annualised based on Q2 FY17)
- **Recurring revenues** are generated from on-going subscription fees for access to Skyfii's 'IO' 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**



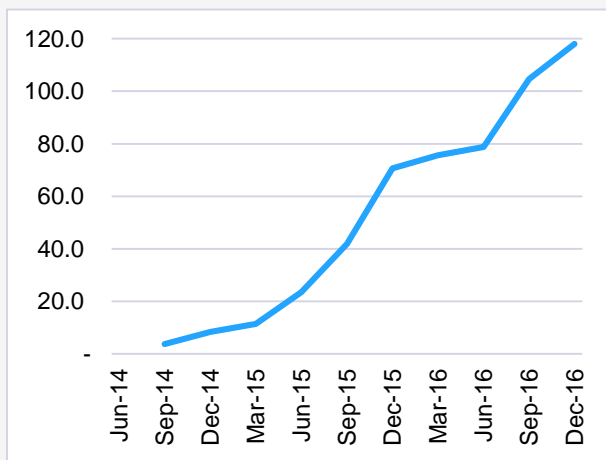
- **Strong growth in recurring revenues to to A\$883k** in 1HFY17, up 117% on pcp
- **Current annualised recurring revenues of A\$1.9m**, up 115% on pcp\*

\* Annualised based on Q2 FY17.

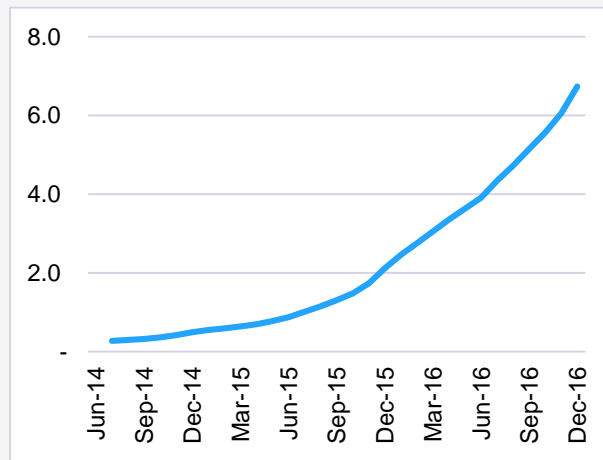
# Strong growth in analytics and marketing capability

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



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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

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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

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