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# MARCH QUARTERLY INVESTOR PRESENTATION APRIL 2017



skyfii

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COMPANY OVERVIEW

# Company overview

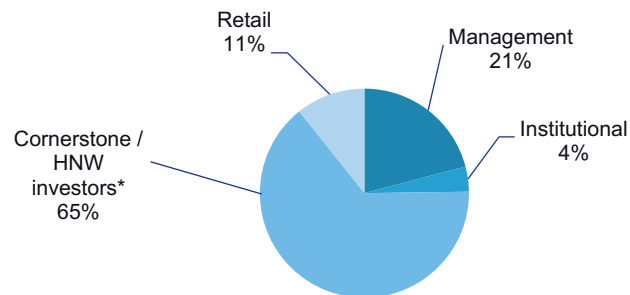
## Key Market Statistics

ASX code	SKF
Share price (24 Apr 2017)	A\$0.07
Market capitalisation (26 Apr 2017)	A\$18.2 million
Total shares outstanding	260.6 million
Cash Balance 31 March 2017 (pro-forma <sup>1</sup> )	A\$4.2 million

## Key Shareholdings

	Shares Held <sup>2</sup>
White Family	36,061,587
Jan Cameron	17,009,380
Bruce Gordon	15,392,436

## Composition of Shareholders (Apr-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-16

1. Pro-forma cash balance as at 31 March 2017 inclusive of gross funds yet to be received from capital raising conducted in February 2017.

2. As at Apr-17.

# March Quarterly Highlights

- **Cash receipts from customers for the quarter** – \$832k up 20% on the previous quarter
- **Significant growth in recurring revenue from operations for the quarter** of \$532k up 12% on the previous quarter
- **Global growth opportunity** targeting an \$8.5bn market with **existing convertible pipeline totaling \$74m over 5 years** (circa \$15m per annum)
- **Global master services agreement signed with international retailer** Woolworths Group of South Africa
- **Services agreement signed with** Durham University (UK) & Aliansce Shopping Centres (Brazil)
- **Services agreement signed with** 151 Property Group (Australia) & premium UK food chain (post quarter)
- **Cash position of \$3.5m including \$1.4m additional funds** received from share purchase plan and conditional placement conducted in February 2017 (additional \$0.8m in committed funds yet to be received)
- **New revenues streams accruing** in current quarter (Q3 FY17) from Data Science & Advertising Sponsorships
- **Analytics and marketing capability** continues to grow strongly with total registered user base up 24% on previous quarter reaching 8.4 million unique registered users
- **A board and management team** with deep experience in media, advertising & technology



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WHO WE ARE



Data analytics and  
customer engagement  
platform

We collect and use data  
to drive outcomes

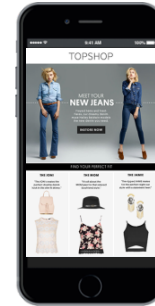
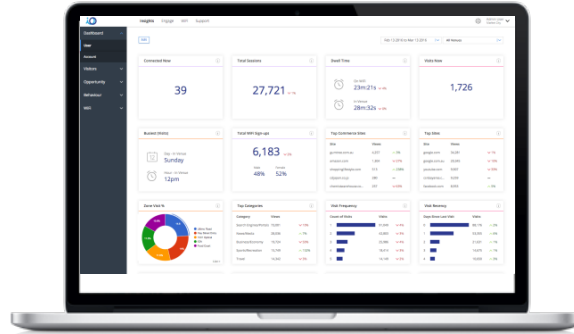
Improve venue performance

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

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# A single cloud-based solution

Multiple Data Source  
Collection



Targeted Content Delivery  
Automated Marketing  
Monetisation



Venue Performance  
Customer Behaviour  
Loyalty & Engagement



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# Revenue generated across 3 streams

1

## SUBSCRIPTIONS

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

- IO Connect (data collection)
- IO Insight (analytics)
- IO Engage (marketing)

2

## TRANSACTIONS

Data as an ingredient to drive a sales or marketing outcome

- Advertising partnerships
- Agency integrations
- 3<sup>rd</sup> Party sponsorships

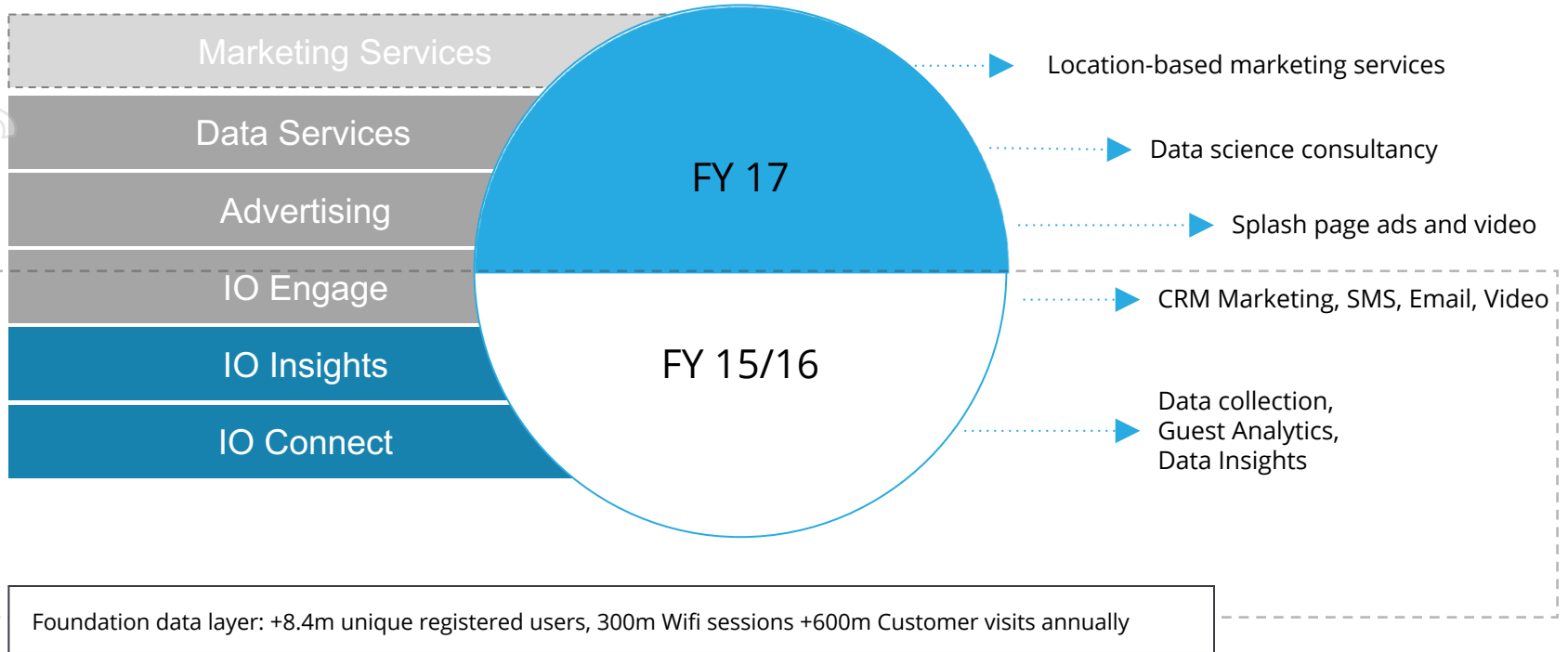
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## SERVICES

Helping drive business outcomes through effective use of data

- Data science consultancy
- Marketing services

# Total business offering



# 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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MARKET OPPORTUNITY

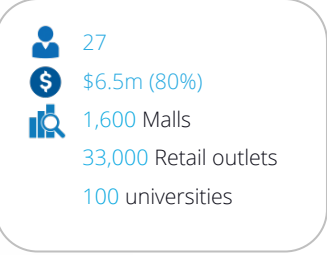
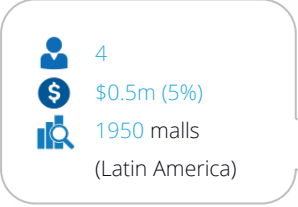
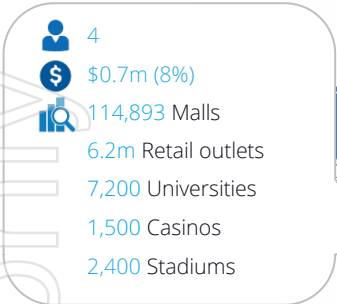
# Market Overview

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 Headcount (FTEs)

 Operating Expenditure (annualised)

 Market Opportunity































# Sales in growing number of verticals and geographies



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# Key Customers











Retail	Municipalities	Transit (In Pilot)	Education	Other
                  	 	   		 

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# Built for integration

Integrated with a range of 3rd party products and services

People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   IBM Marketing Cloud		   	 

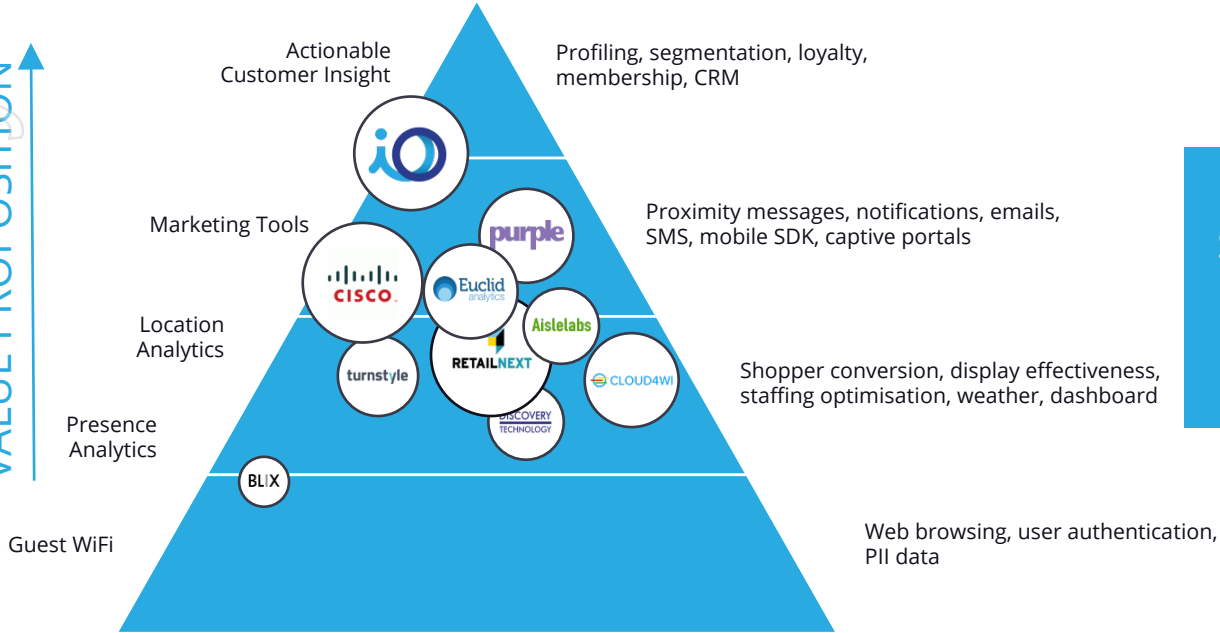
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COMPETITIVE LANDSCAPE

# Competitive landscape

VALUE PROPOSITION ↑



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

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CUSTOMER OUTCOMES

# Improve customer retention



## Goal:

Improve retention through engaging and rewarding shoppers

## Action:

Analyzing 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

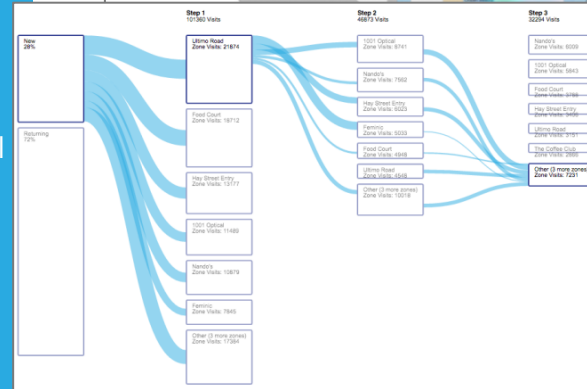
How many people use the food court and nothing else? And of the people that use the food court what other areas of the centre do they shop and when?

## 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 workforce management



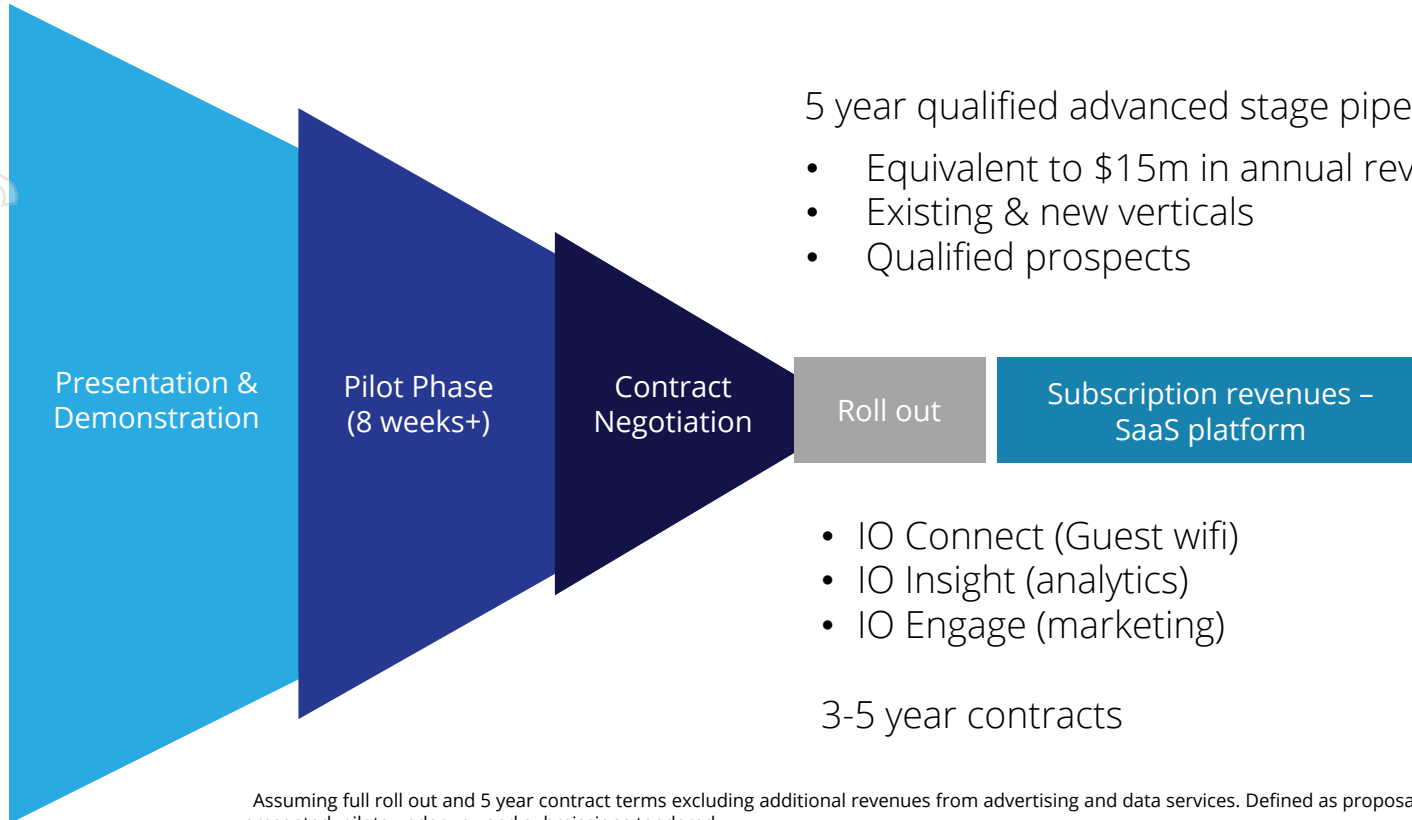


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## OPERATING & FINANCIAL HIGHLIGHTS

# Qualified sales pipeline snapshot



5 year qualified advanced stage pipeline of \$74m+ <sup>1</sup>

- Equivalent to \$15m in annual revenues
- Existing & new verticals
- Qualified prospects

- IO Connect (Guest wifi)
- IO Insight (analytics)
- IO Engage (marketing)

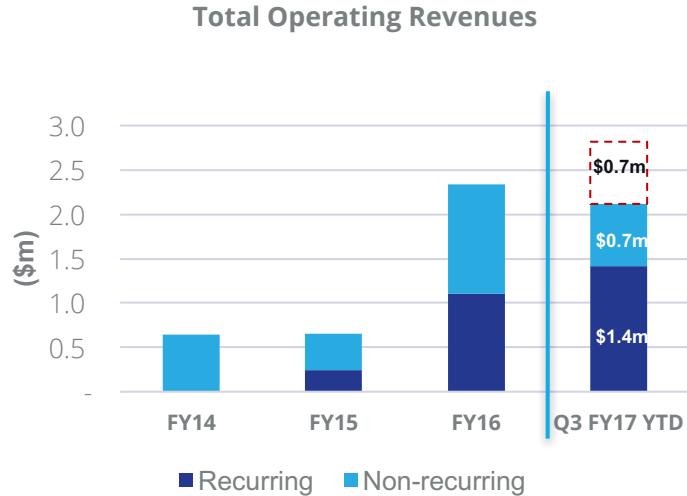
3-5 year contracts

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.

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# 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\$2.1m year to date in Q3 FY17 (A\$2.9m annualised based on Q3 FY17 YTD)
- Strong growth in recurring revenues to A\$1.4m for year to date in Q3 FY17 (A\$2.1m annualised based on Q3 FY17)
- Recurring revenues are generated from ongoing 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



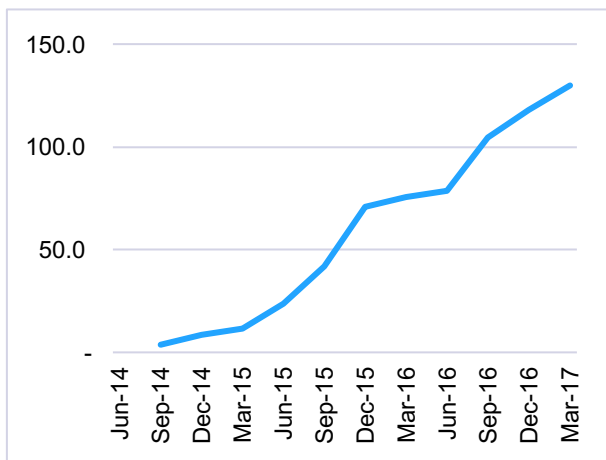
- Strong growth in recurring revenues to A\$883k in 1HFY17, up 117% on pcp
- Current annualised recurring revenues of A\$2.1m, up 58% on pcp\*

\* Annualised based on Q3 FY17.

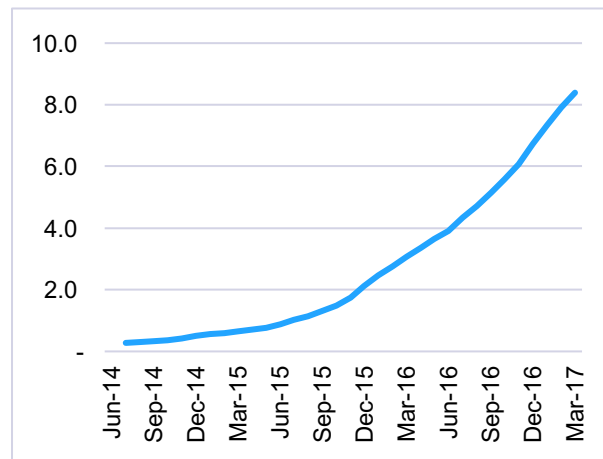
# Strong growth in analytics and marketing capability

Data analytics grows to 130 million visits per quarter, marketing capability to 8.4 million users\*

**Quarterly Customer Visits  
(millions)**



**Total User Registrations  
(millions)**



\* As at 31 March 2017

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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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