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MARCH QUARTERLY INVESTOR PRESENTATION

APRIL 2017

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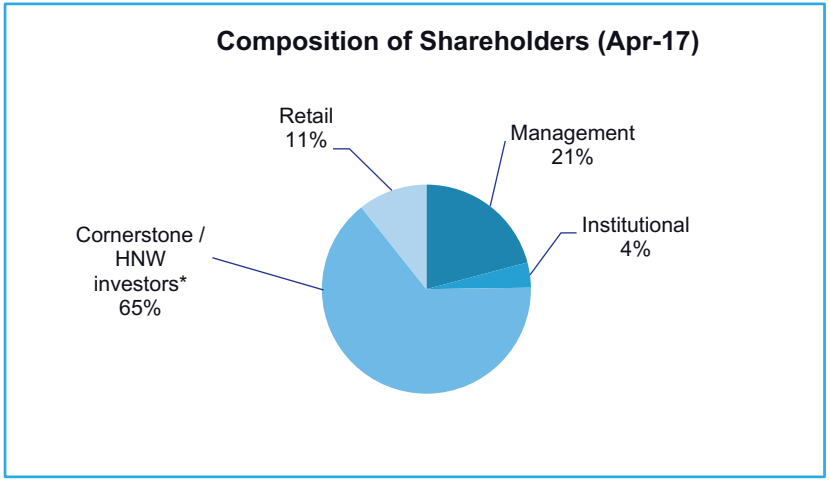
COMPANY OVERVIEW

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[1])	A$4.2 million

Key Shareholdings	Shares Held[2]
White Family	36,061,587
Jan Cameron	17,009,380
Bruce Gordon	15,392,436



* 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.

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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

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Data analytics and customer engagement platform

We collect and use data to drive outcomes

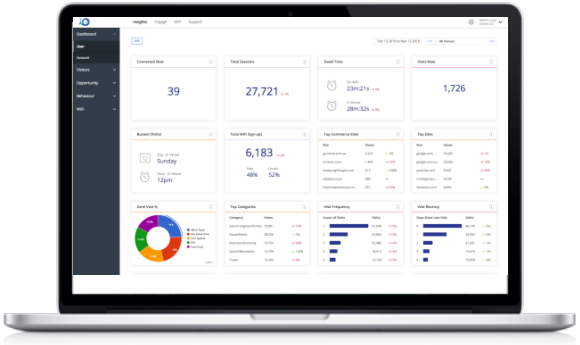
Improve venue performance

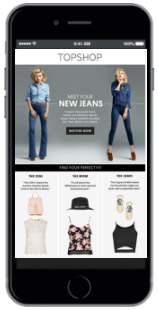
Promote and drive loyalty

Increase operational efficiency

Improve customer experience

The Skyfii IO platform has 3 key elements





iO connect

Data collection, secure guest access

iO insight

Real time customer behavioural analytics

iO engage

Data driven, location based marketing engagement

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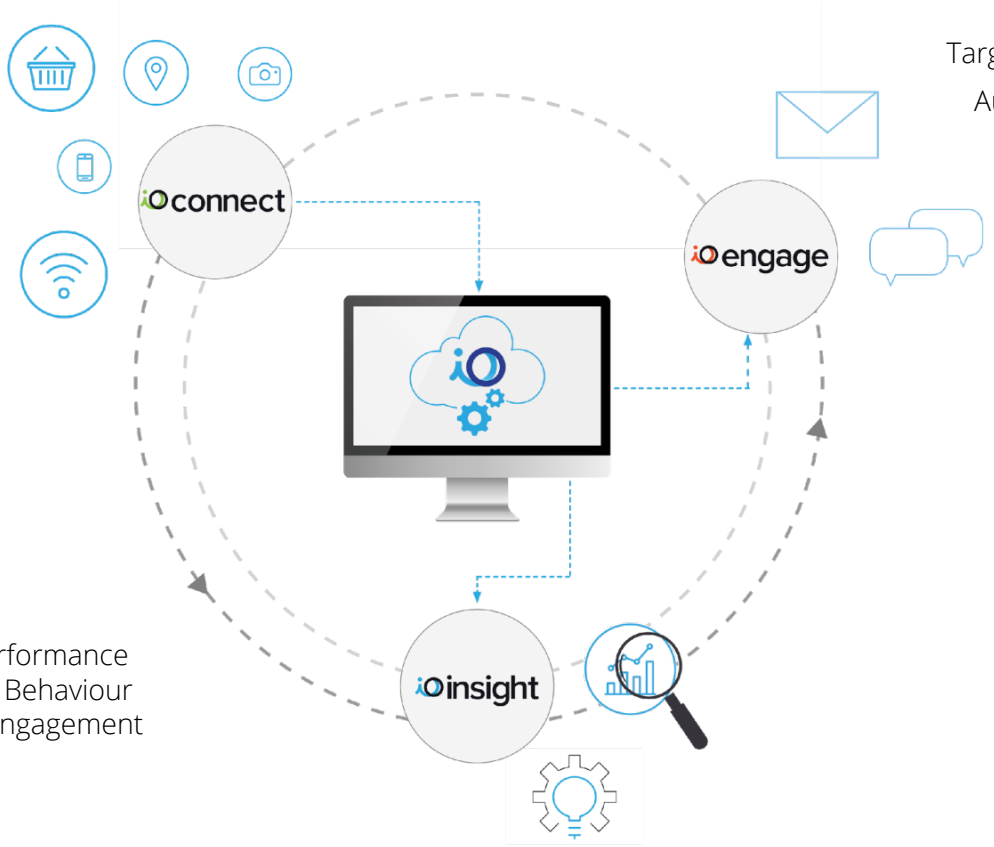
A single cloud-based solution

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
- 3rd Party sponsorships

3 SERVICES

Helping drive business outcomes through effective use of data

- Data science consultancy
- Marketing services

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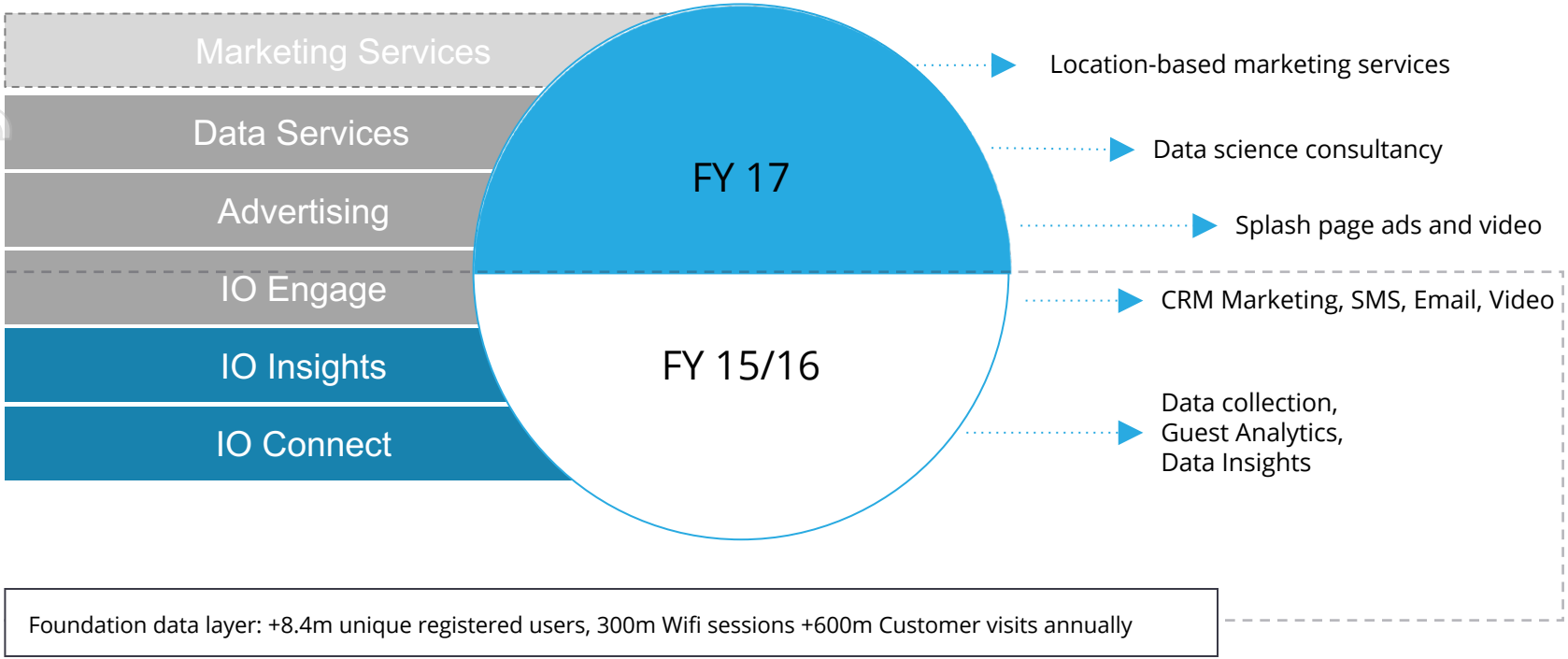
Total business offering



Foundation data layer: +8.4m unique registered users, 300m Wifi sessions +600m Customer visits annually

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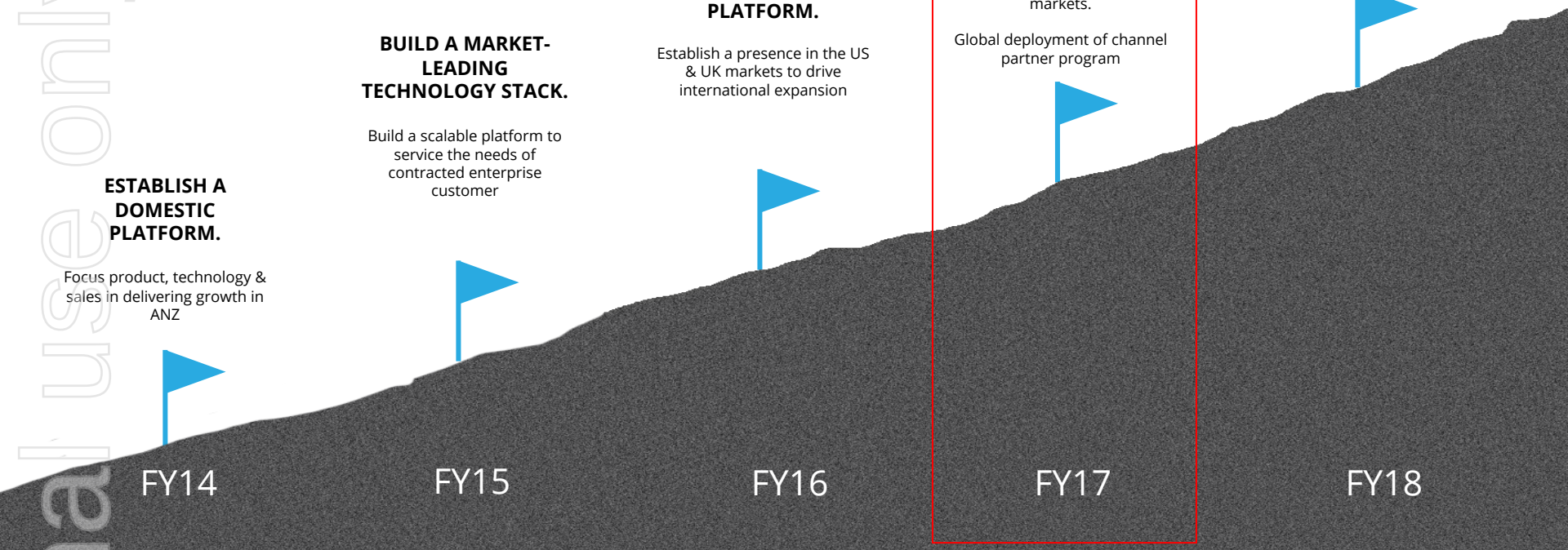
Pathway to profitability



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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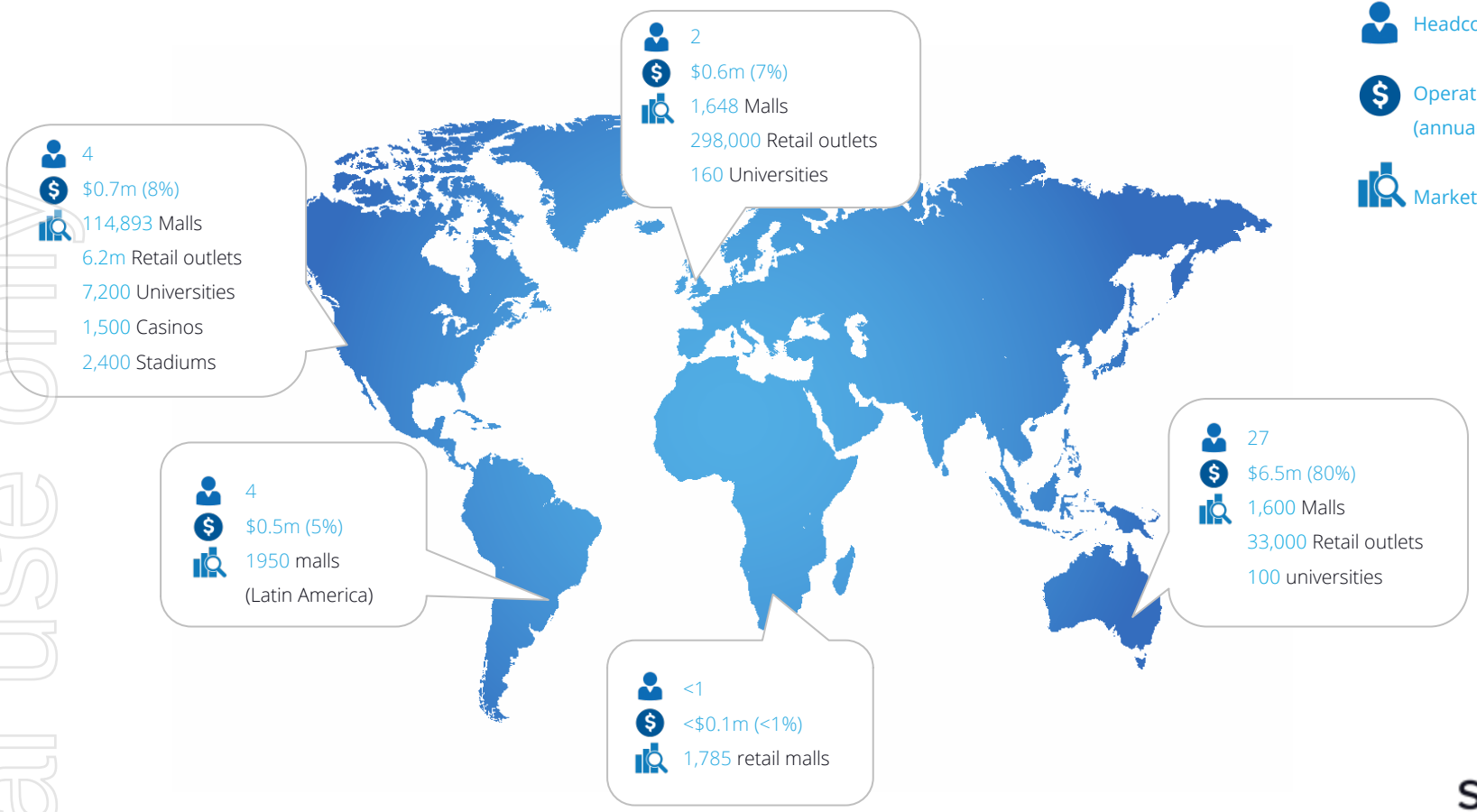
MARKET OPPORTUNITY

Market Overview



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Sales in growing number of verticals and geographies

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Key Customers

Retail	Municipalities	Transit (In Pilot)	Education	Other
Scentre Group, Blackstone Properties, ipoh, GPT, Brookfield, Uniqlo, mirvac, Iguatemi Empresa de Shopping Centers, lederer Group, crescent mall, ISPT Super Property, NZ Retail Property Group Made for NZ, DEXUS Property Group, JLL, Barangaroo, lendlease, Woolworths, Aliansce Shopping Centers, Market City	Waverley Council, City of Cincinnati	RIOgaleão aeroporto internacional tom jobim, Houston Airports, Metrô, Wellington Airport	Durham University	Cincinnati Bell, Optus

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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
Beonic TECHNOLOGIES POINT GREY innovation in imaging	globalreach CLEARPASS GUEST ACCESS	genCRM MailChimp salesforce IBM Marketing Cloud	Google Analytics		radiumone We know your next customer. doubleclick by Google

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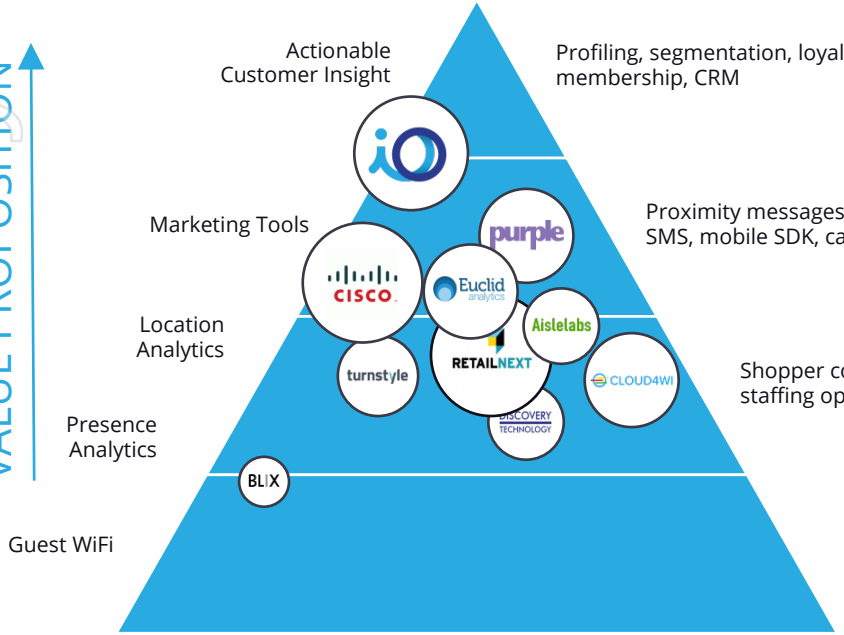
COMPETITIVE LANDSCAPE

Competitive landscape



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

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Identify key venue attractors

Goal:

Determine which zones are the key centre attractors

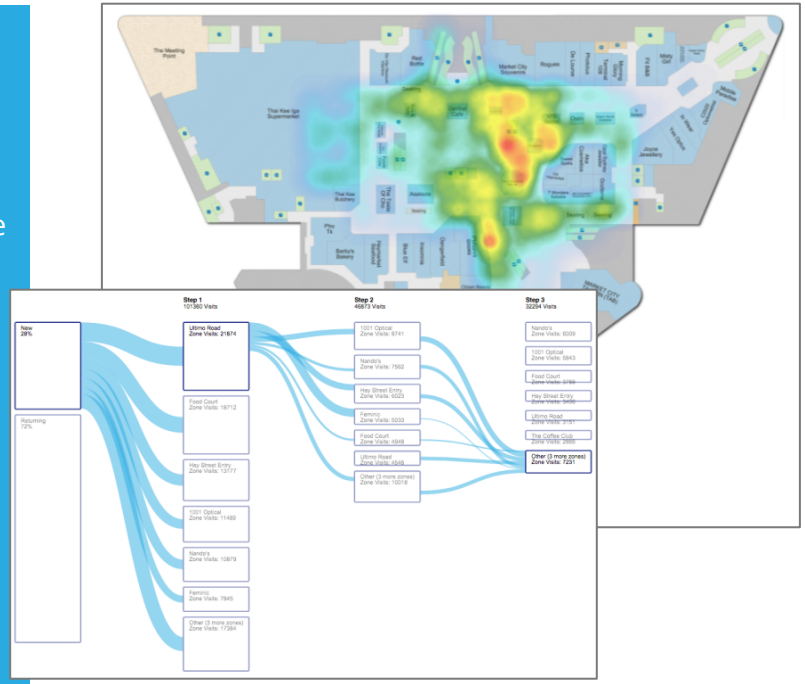
How many people use the food court and nothing else? And of the people that use the food court what other areas of the centre do they shop and when?

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



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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

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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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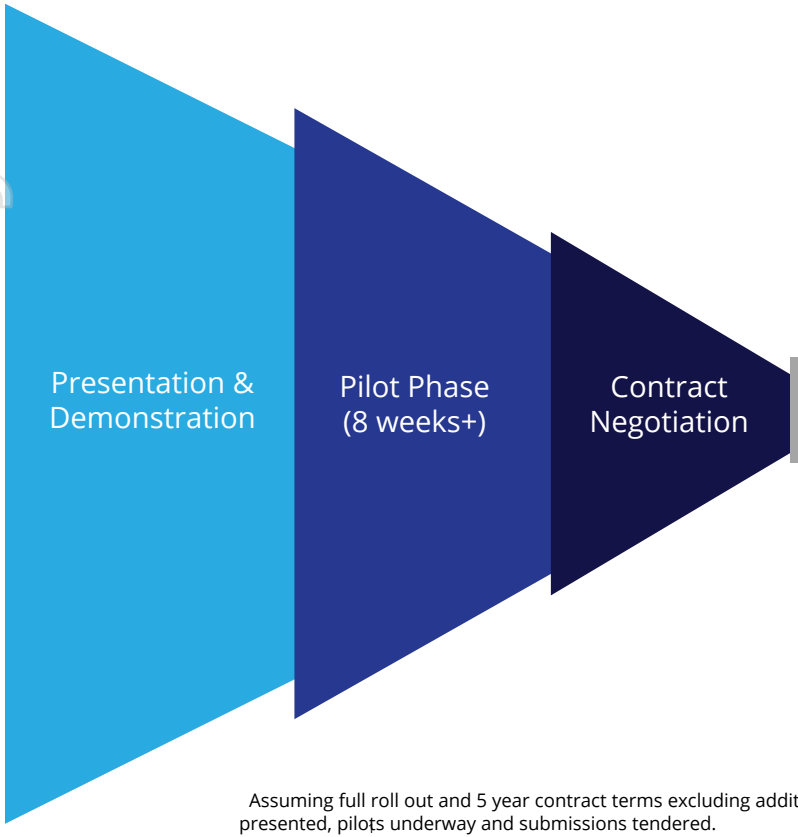
OPERATING & FINANCIAL HIGHLIGHTS

Qualified sales pipeline snapshot



Roll out

Subscription revenues – SaaS platform

5 year qualified advanced stage pipeline of $74m+ [1]

- 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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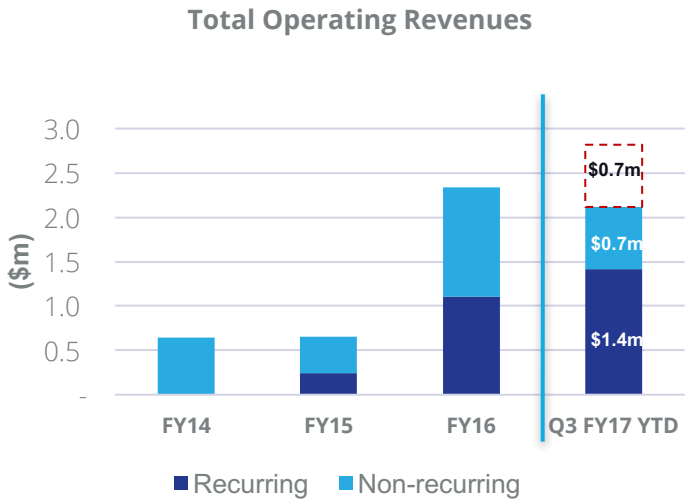
Significant growth in operating revenues

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

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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.

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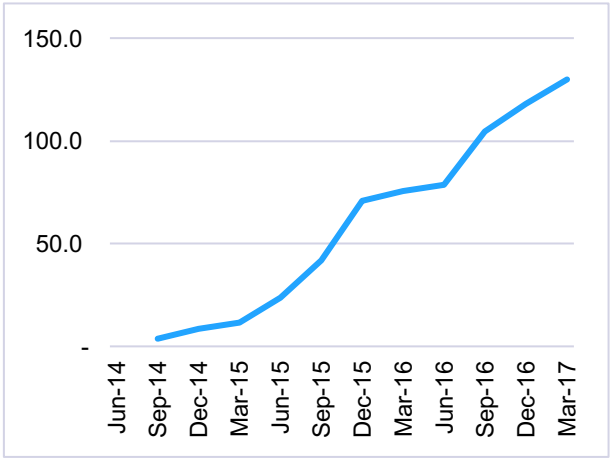
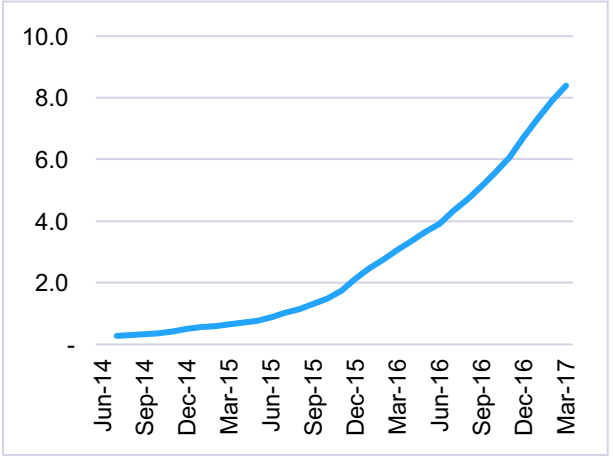
Strong growth in analytics and marketing capability

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

BOARD
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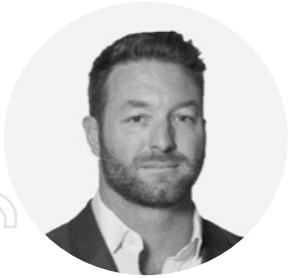
Specialist leadership team



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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Data . Decision . Delivery