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# JUNE QUARTERLY INVESTOR PRESENTATION JULY 2017



skyfii

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## COMPANY OVERVIEW

# Company overview

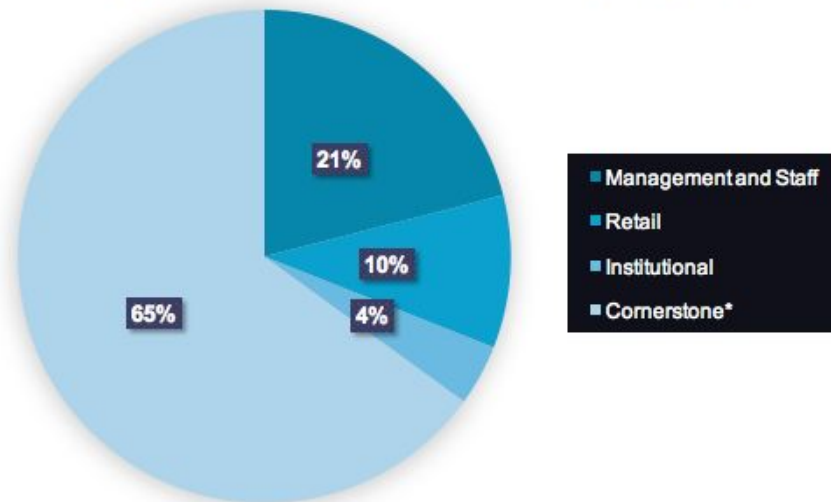
## Key Market Statistics

ASX code	SKF
Share price (25 July 2017)	A\$0.070
Market capitalisation (25 July 2017) <sup>1</sup>	<b>A\$18.5 million</b>
Total shares outstanding <sup>1</sup>	<b>265 million</b>
Cash balance 30 June 2017 <sup>2</sup>	A\$2.3 million

## Key Shareholdings

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

## Composition of Shareholders (July-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

<sup>1</sup> Includes 3,800,000 shares issued in consideration for the acquisition of Wicoms announced 26 July 2017.

<sup>2</sup> Excludes deferred payments receivable on the conditional placement from February 2017 amounting to A\$0.8 million.

# June Quarterly Highlights

- **Cash receipts from customers for the quarter** of \$1.2m, up 47% on the previous quarter
- **Strong recurring revenue growth for the quarter** of \$626k up 18% on the previous quarter
- **Advanced stage revenue pipeline** \$91m - up 23% from previous quarter
- **Global master services agreement signed with international retailer** Woolworths Group (South Africa)
- **Services agreement signed with** One Five One Property, National Museum of Australia, a Premium UK fast food chain and Wellington International Airport
- **Significant contribution in revenue receipts from** Data Consulting services (DCS), a new and growing revenue channel
- **Total registered user base up 18% on previous quarter reaching 9.9 million unique users** covered by Skyfii's data analytics and marketing services.
- **Cash position \$2.3m at the end of the quarter.** The Company anticipates the receipt of an additional \$800k in the current quarter from deferred payments on the conditional placement conducted from February 2017.

Refer to June ended FY2017 Quarterly Report for definitions.

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WICOMS ACQUISITION

# Wicoms acquisition - expansion in global presence

- **Acquisition of key assets of Wicoms Wireless including a portfolio of revenue generating customers across Europe and North America** announced 26 July 2017
- **Opportunity to upsell Skyfii's 'IO' data analytics and marketing services** to existing customers
- **Customer portfolio includes an operator of large format designer outlet malls located across nine countries**
- **Skyfii is in advanced stages of negotiating a new multi-year revenue accretive deal with large format designer outlet mall operator** to rollout to an initial 23 malls
- **All scrip transaction for 3,800,000 new ordinary shares in Skyfii Limited** issued at A\$0.065 per share, valued at A\$247,000

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WHO WE ARE

skyfii.io

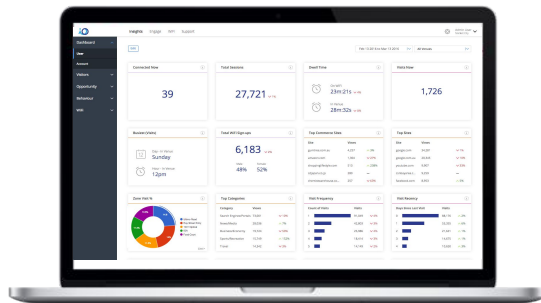
BIG  
DATA  
SMART  
DATA

# Skyfii's IO platform has 3 key elements



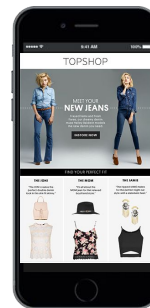
**iOconnect**

Data collection, secure guest access



**iOinsight**

Real time customer behavioural analytics

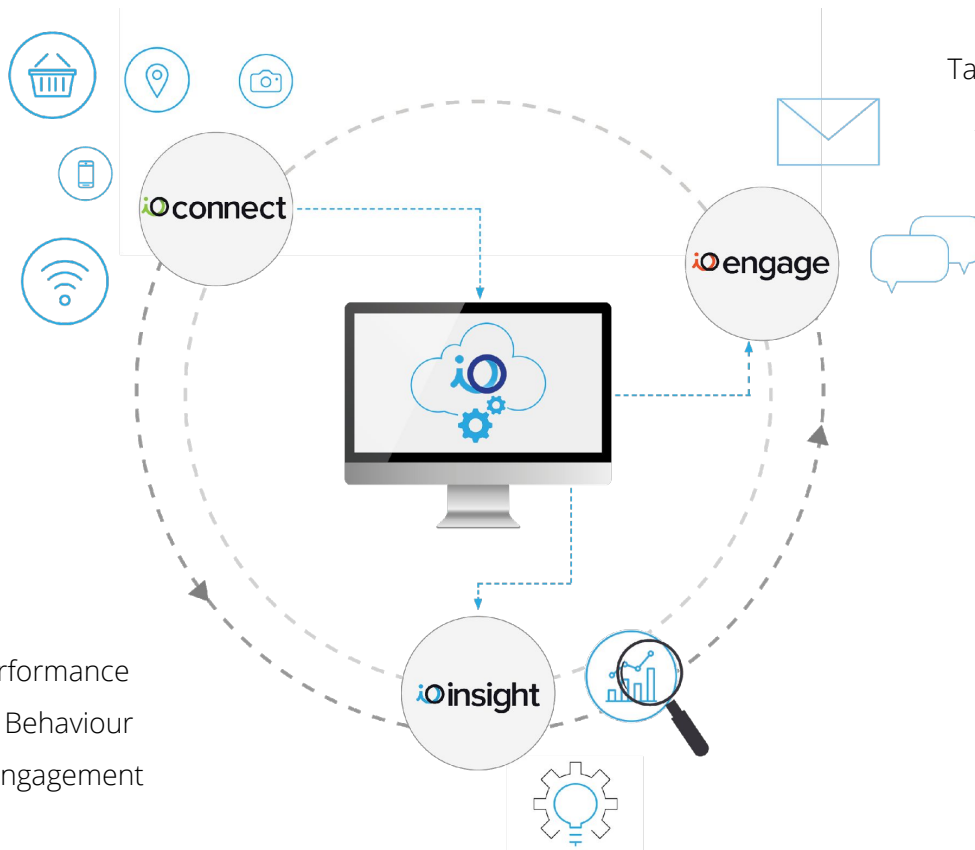


**iOengage**

Data driven, location based marketing engagement

# A single cloud-based solution

Multiple Data Source  
Collection



Targeted Content Delivery  
Automated Marketing  
Monetisation

Venue Performance  
Customer Behaviour  
Loyalty & Engagement

# 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

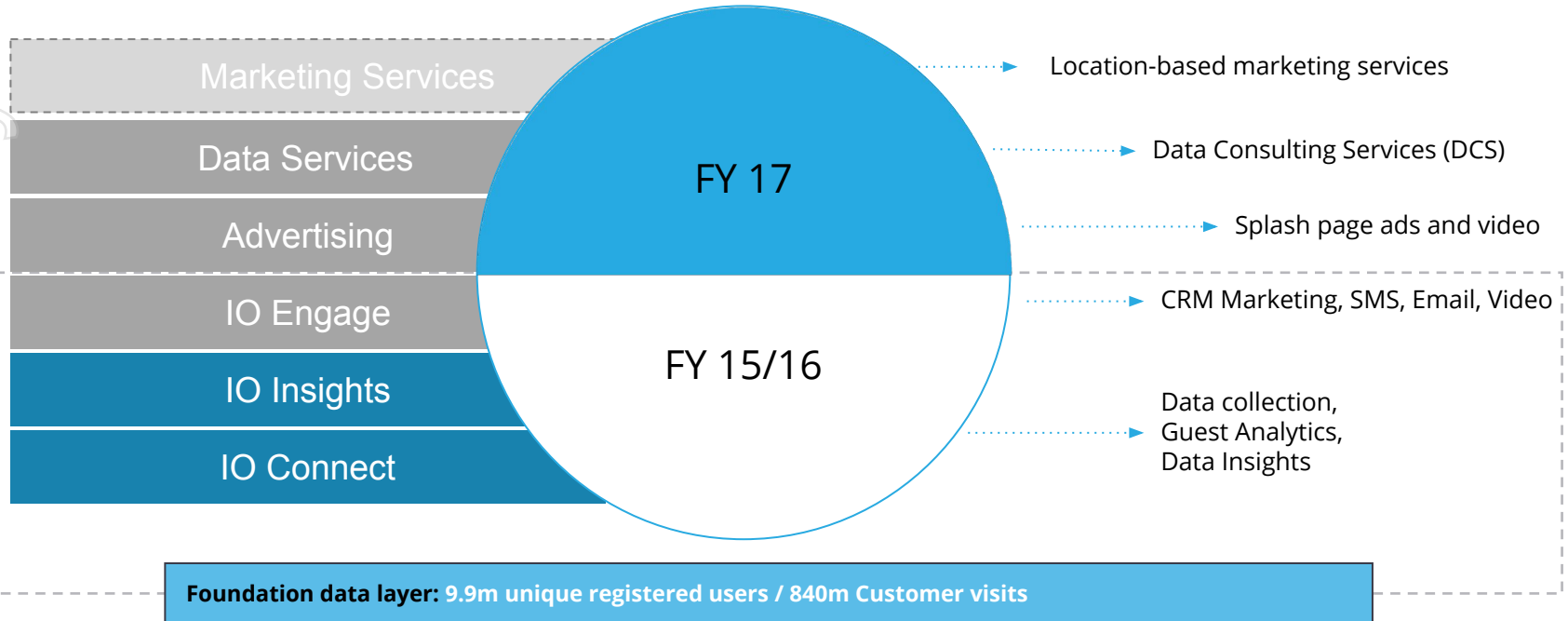
3

## SERVICES

Helping drive business  
outcomes through  
effective use of data

- Data Services Consulting (DCS)
- Marketing Services (MS)

# Total business offering



# Pathway to profitability

## **ESTABLISH A DOMESTIC PLATFORM.**

Focus product, technology & sales in delivering growth in ANZ

## **BUILD A MARKET-LEADING TECHNOLOGY STACK.**

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

## **ESTABLISH AN INTERNATIONAL PLATFORM.**

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

## **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

## **ACCELERATED REVENUE GROWTH.**

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

Deliver pathway to breakeven

FY14

FY15

FY16

FY17


FY18






MARKET OPPORTUNITY

# Market Overview

 Headcount (FTEs)


 Operating Expenditure  
(annualised)

 Market Opportunity

 3  
 \$0.6m (8%)  
 114,893 Malls  
6.2m Retail outlets  
7,200 Universities  
1,500 Casinos  
2,400 Stadiums

 4  
 \$0.4m (5%)  
 1950 malls  
(Latin America)

 2  
 \$0.5m (7%)  
 1,648 Malls  
298,000 Retail Outlets  
160 Universities




























 <1  
 <\$0.1m (<1%)  
 1,785 retail malls

 27  
 \$6.1m (80%)  
 1,600 Malls  
33,000 Retail outlets  
100 universities

# Sales in growing number of verticals and geographies















# Key Customers

Retail	Municipalities	Transit (In Pilot)	Education	Cultural Centres	Food Franchise	Other
                 	 	 				 

# Built for integration

Integrated with a range of 3rd party products and services

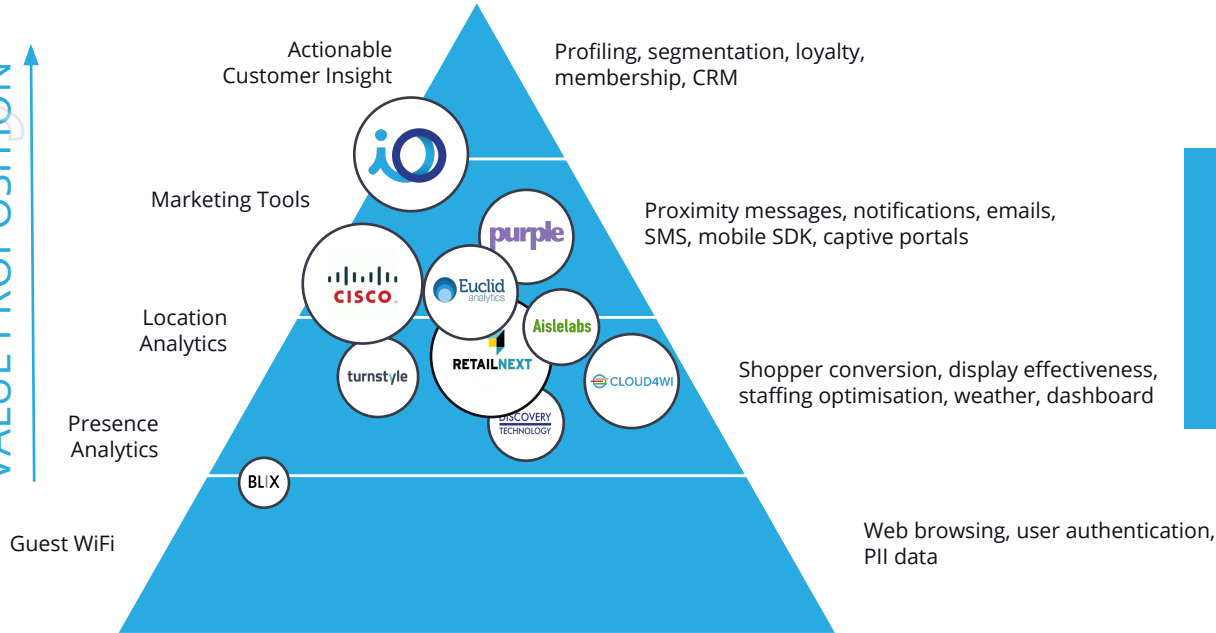
People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   IBM Marketing Cloud		   	



## COMPETITIVE LANDSCAPE

# Competitive landscape

VALUE PROPOSITION



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



CUSTOMER OUTCOMES



# Shopper Sentiment Research

## Challenge

A Shopping Centre client wanted to accelerate their tactical research initiatives and leverage technology to improve the way they survey visitors and capture shopper sentiment data:

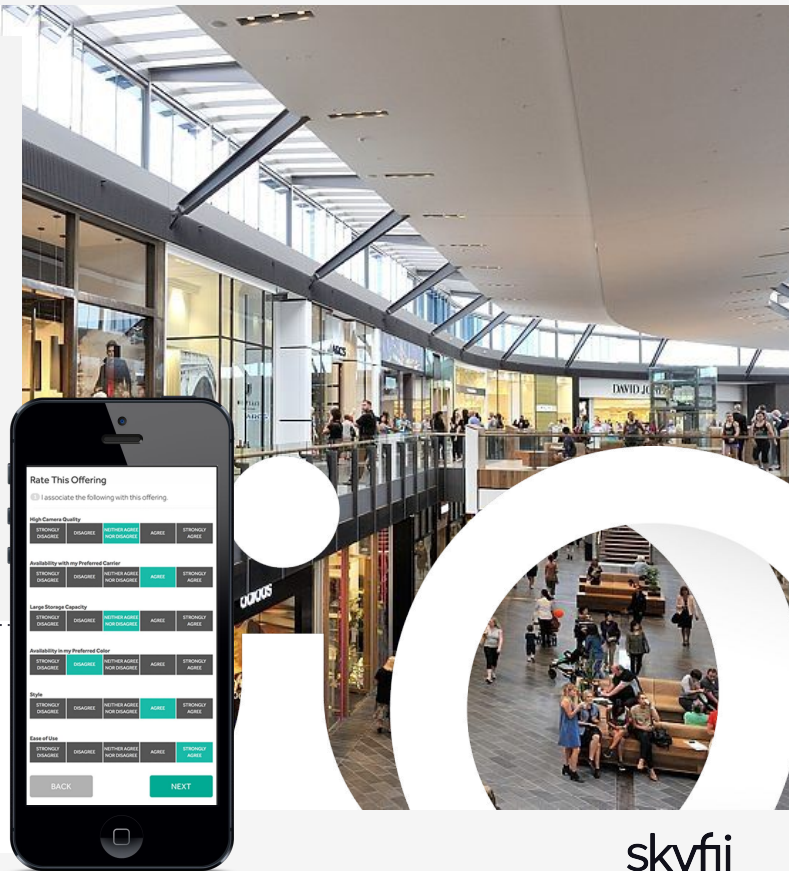
- Contact qualified customers with recent shopping experiences
- Improve the quality of research data
- Minimise the impact to shoppers.

## Solution

- Creation of exit survey delivered to customers 60 min after their visit
- Correlate research data with behavioural data for improved insights and audience selection.

## Results

- Completion rate 2.5 times higher than surveys sent via bulk eDM
- Survey now rolled out group wide across 9 assets





# Improving Shopper Experience

## Challenge

A South African retailer worked with Skyfii to leverage the proximity campaign toolset to drive marketing initiatives and improve Shopper experience with surprise and delight initiatives and improved visitor communication.

## Solution

- Targeted messages based on gender & loyalty
- Contact thresholds preventing over communication
- Multi venue campaign targeting
- Marketing, operations and research initiatives

## Results

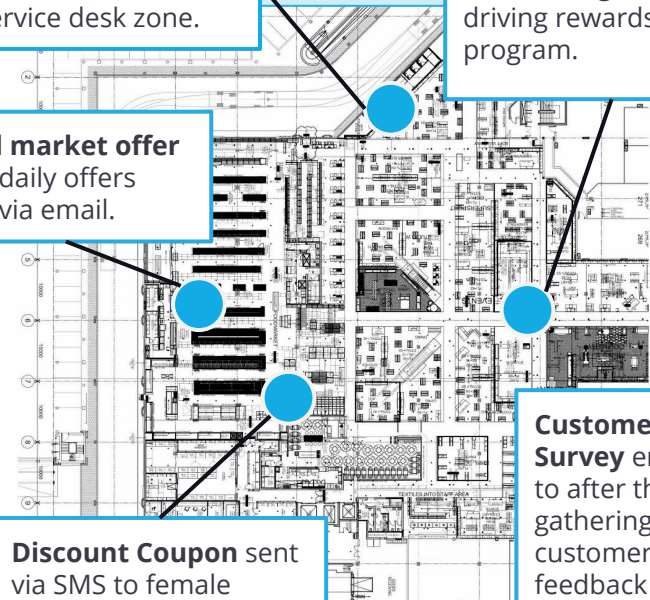
- Successful implementation of all defined proximity targeted campaigns
- Over 90% delivery rate



**Customer Service** based on dwell in service desk zone.

**Welcome back** email to returning customers driving rewards program.

**Food market offer** with daily offers sent via email.



**Customer Survey** emailed to after their gathering timely customer feedback data.

**Discount Coupon** sent via SMS to female visitors in apparel zone for Fashion offer.



# Sales Event Shopper Retention

## Challenge

A Shopping Centre client runs a major quarterly centre-wide sales event that brings in new customers from a wider trade area than typically. Unfortunately, these customers, who are primarily driven by the retail offers, are unlikely to be retained and remain loyal to the centre.

## Solution

- The Data Consulting Services (DCS) team segmented and analysed the behaviour of the new segment of shoppers drawn in by the sale.
- After the event, the customers that did return were correlated with the categories that they engaged with during the sale to identify which offers drive not only sales, but ongoing loyalty.



## Results

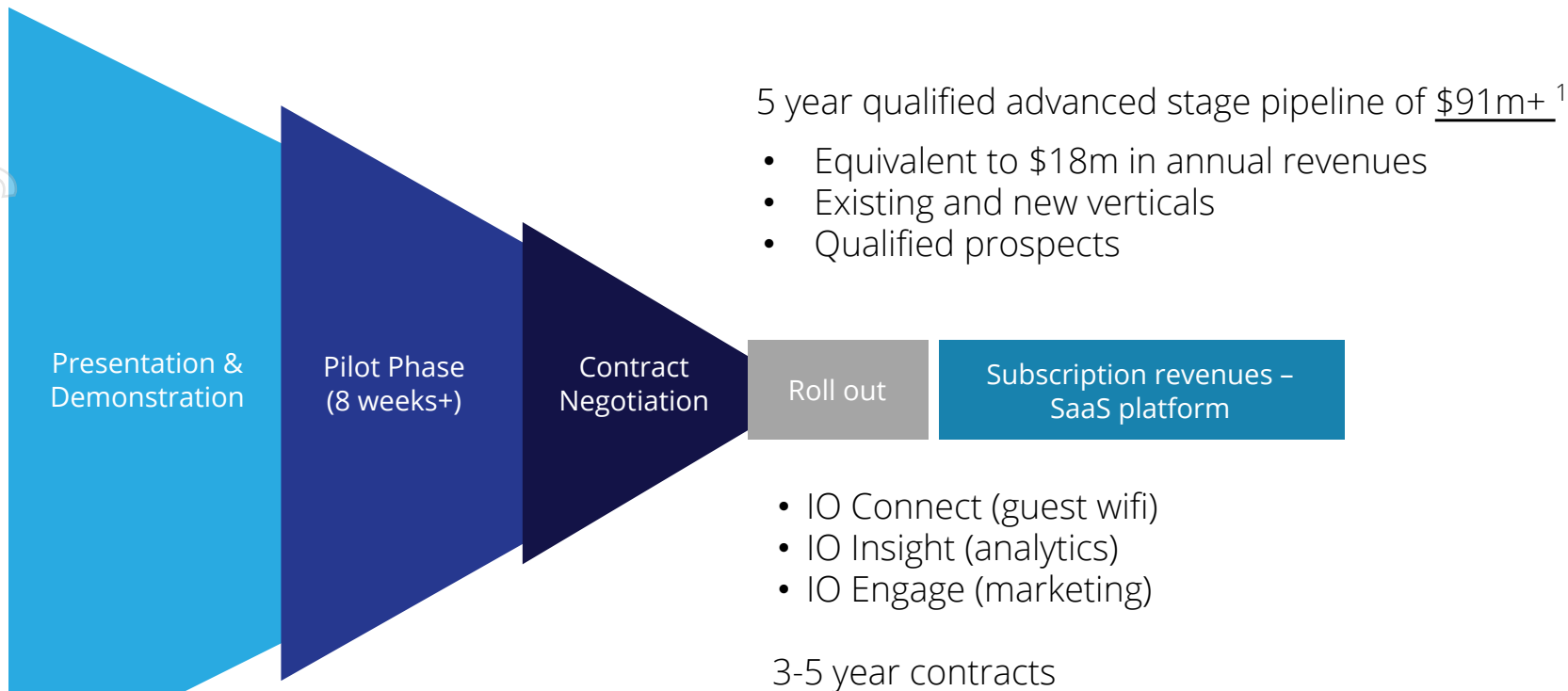
- Insights led to a highly successful follow up event, informing a centre event activation focused on high retention retail offers.





## OPERATING & FINANCIAL HIGHLIGHTS

# Qualified sales pipeline snapshot

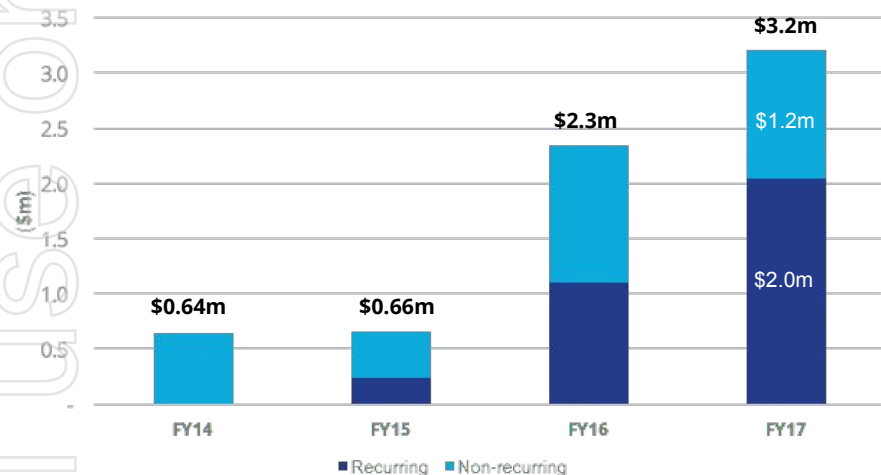


<sup>1</sup> Assuming full roll out and 3 to 5 year contract terms excluding additional revenues from advertising and data services. defined as proposals presented, pilots underway and submissions tendered.

# Significant growth in operating revenues

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

**Total Operating Revenues**



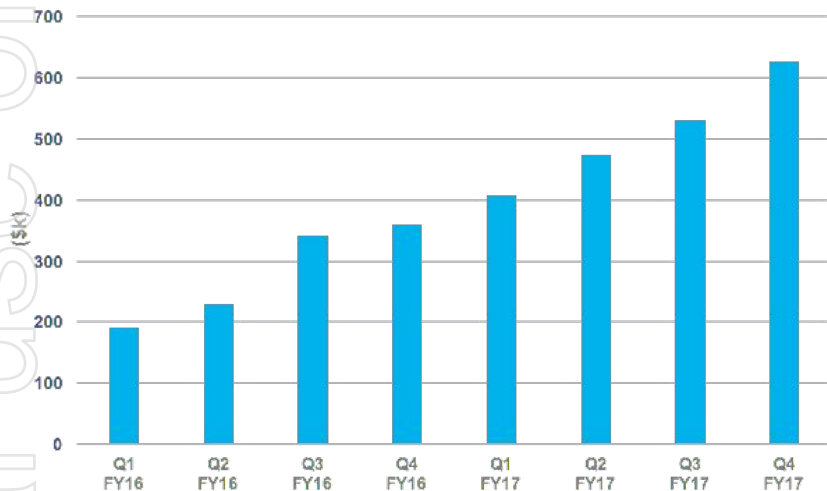
- Strong growth in total operating revenues to A\$3.2m year to date in FY17, increase of 37% year on year\*
- Strong growth in recurring revenues to A\$2m for year to date in FY17, increase of 82% year on year\*
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's '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

\* Provisional unaudited

# Significant growth in recurring revenues

Recurring revenues from subscriptions and managed services continues to accelerate

**Recurring Revenues**



- Strong growth in quarterly recurring revenues of A\$626k, up 18% on pc<sup>\*</sup>
- Strong growth in recurring revenues to A\$2m in FY17, up 82% on pc<sup>\*</sup>

<sup>\*</sup> Provisional unaudited

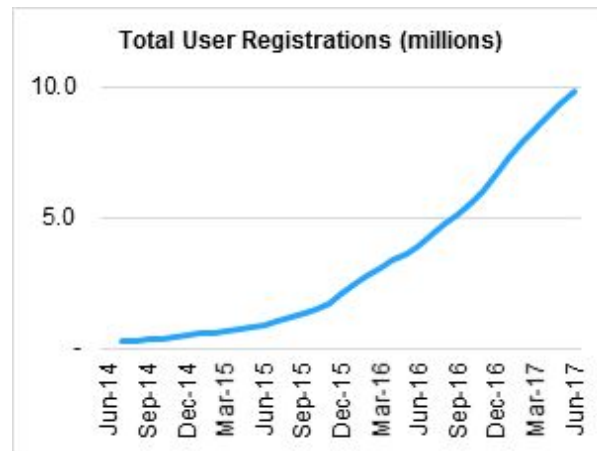
# Strong growth in analytics and marketing capability

Data analytics grows to 166 million customer visits per quarter, marketing capability to 9.9 million users\*

**Quarterly Customer Visits  
(millions)**



**Total User Registrations  
(millions)**



\* As at 30 June 2017



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



**Koreen White**

**Finance Director**

- 20+ years finance experience in listed and unlisted Australian and US-based corporations, across the sectors of media and IT&T



**IAN ROBINSON**

**Sales Director**

- 17 years enterprise sales experience
- National Sales Manager – Eye Corp (now Champ Private Equity)
- Co-Founder of Skyfii Group Pty Ltd

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