

Internal use only

JUNE QUARTERLY INVESTOR PRESENTATION JULY 2017



skyfii

COMPANY OVERVIEW	3
WICOMS ACQUISITION	6
WHO WE ARE	8
MARKET OPPORTUNITY	15
COMPETITIVE LANDSCAPE	20
CUSTOMER OUTCOMES	22
OPERATING & FINANCIAL HIGHLIGHTS	26
PROVEN TEAM	31

Internal use only



COMPANY OVERVIEW

Company overview

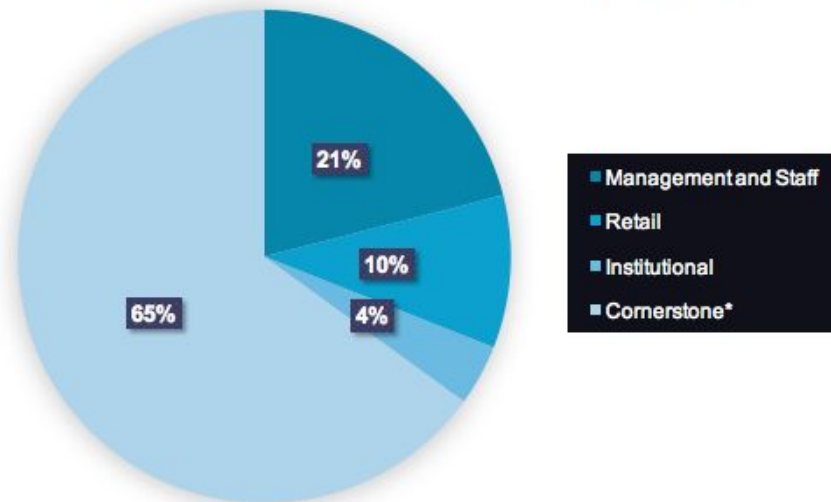
Key Market Statistics

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

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

² 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.

mal use only



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

only use material

mal use only



WHO WE ARE

skyfii 

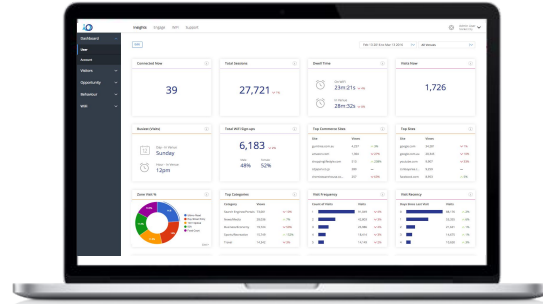
**BIG
DATA
SMART
DATA**

Skyfii's IO platform has 3 key elements



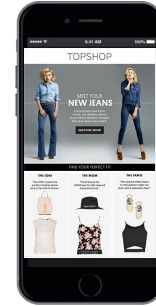
iOconnect

Data collection, secure guest access



iOinsight

Real time customer behavioural analytics

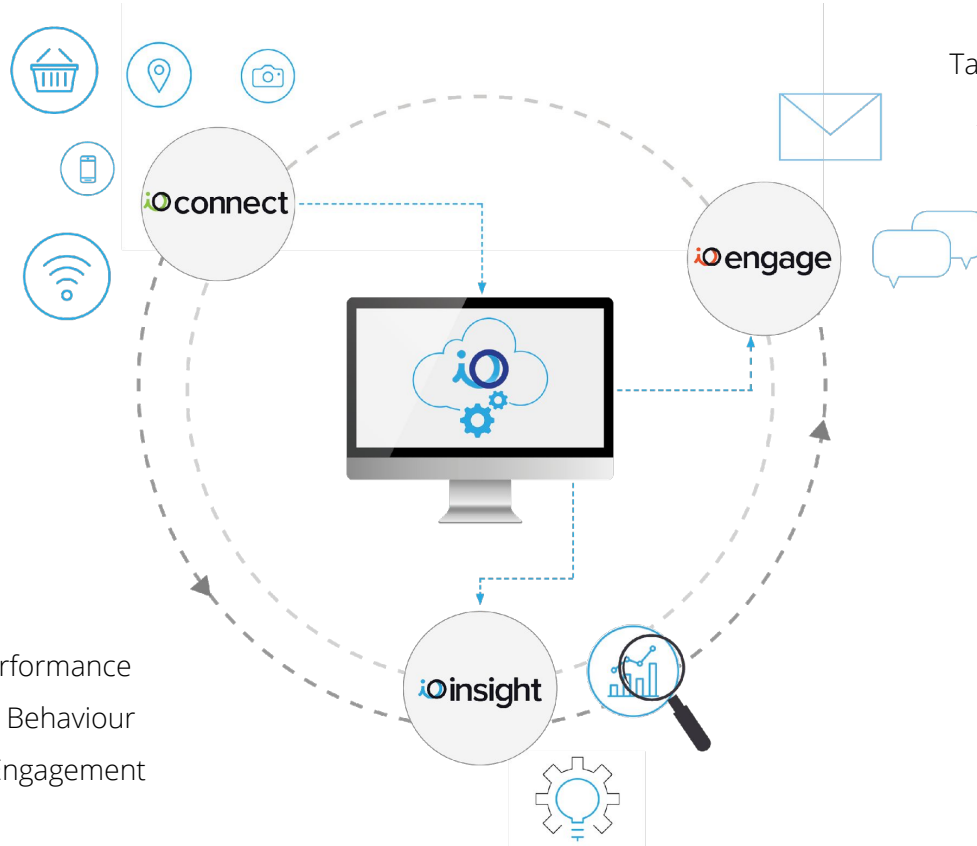


iOengage

Data driven, location based marketing engagement

A single cloud-based solution

Multiple Data Source
Collection



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

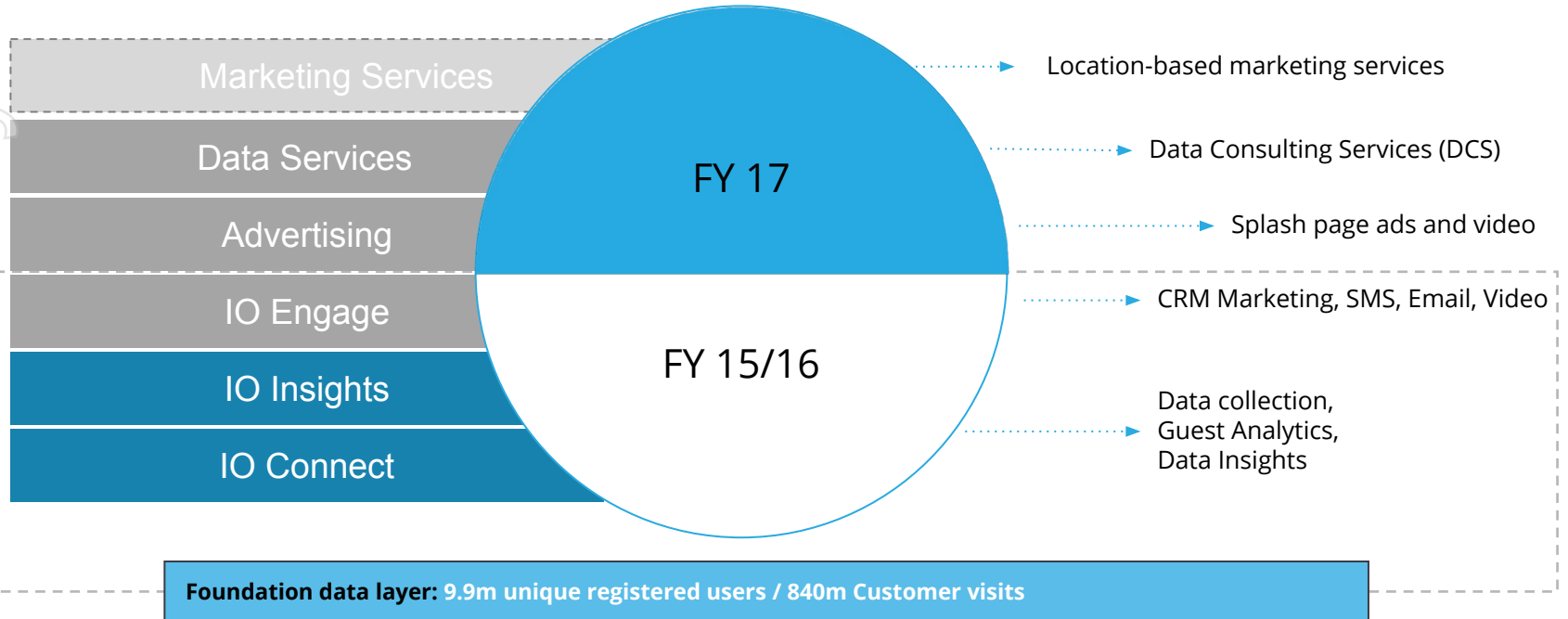
3

SERVICES

Helping drive business outcomes through effective use of data

- Data 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

mal use only






MARKET OPPORTUNITY

Market Overview

original use

-  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

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

4
\$0.4m (5%)
1,950 malls
(Latin America)




























<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
                 	 	 				 

Internal use only

Built for integration

Integrated with a range of 3rd party products and services

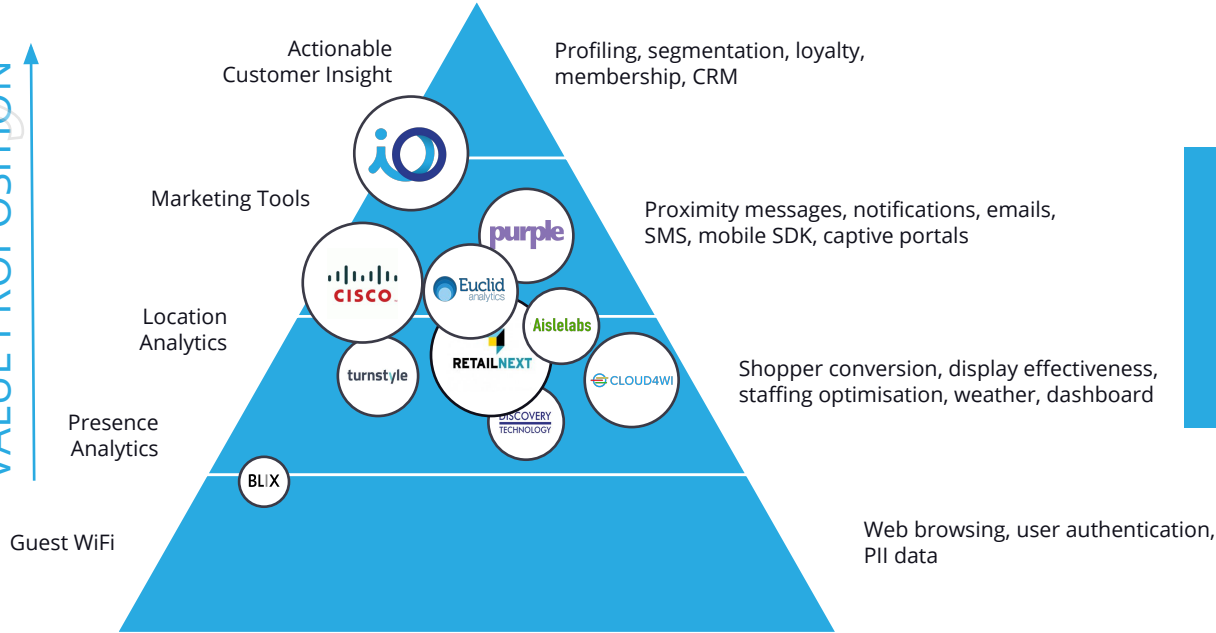
People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   		   	



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:

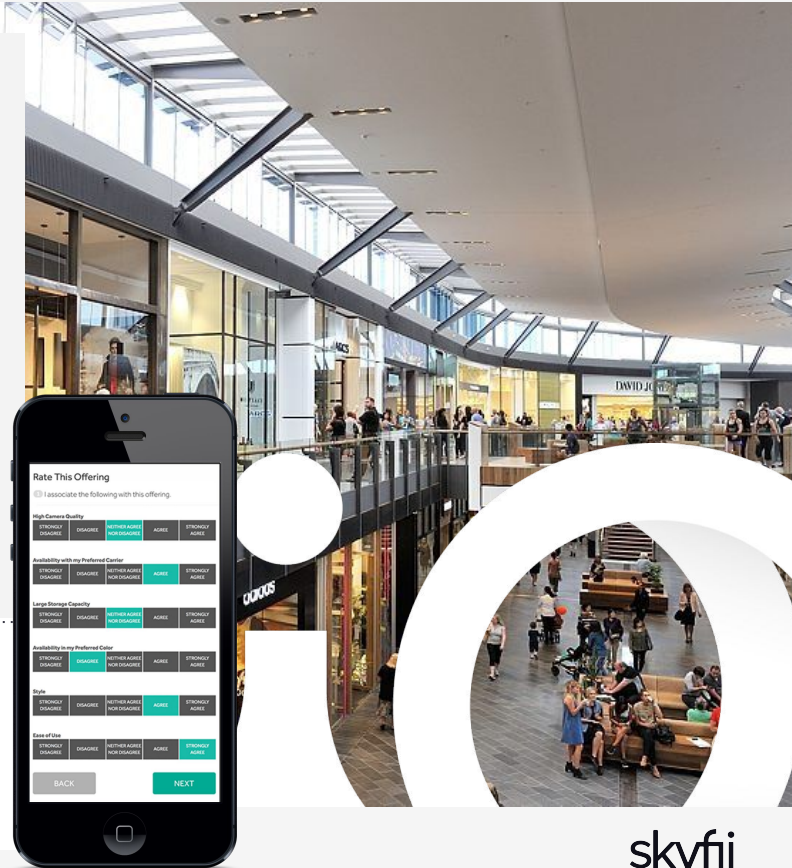
- Contact qualified customers with recent shopping experiences
- Improve the quality of research data
- Minimise the impact to shoppers.

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



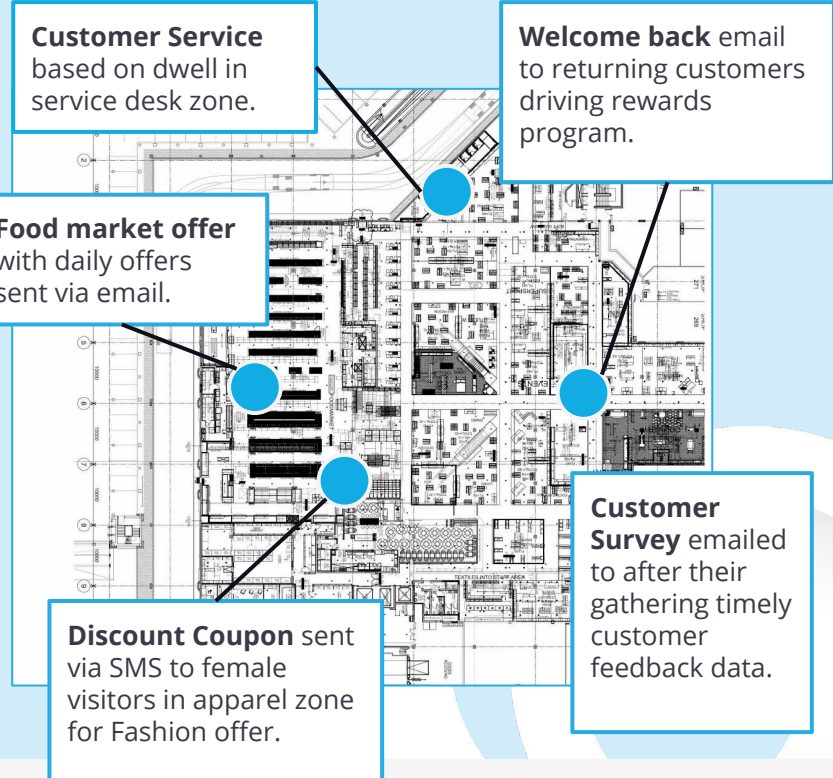
Customer Service based on dwell in service desk zone.

Food market offer with daily offers sent via email.

Welcome back email to returning customers driving rewards program.

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

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





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

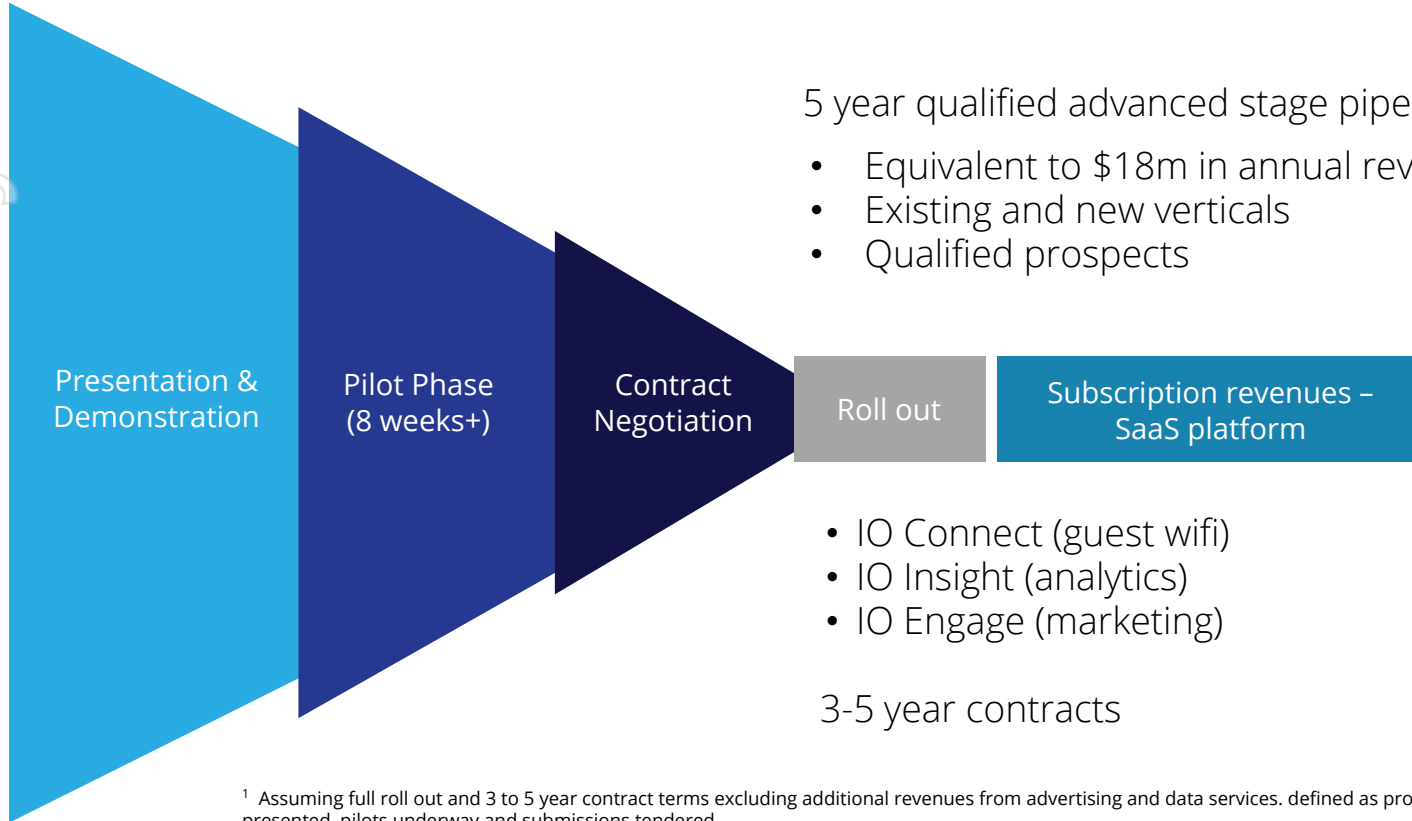
- Insights led to a highly successful follow up event, informing a centre event activation focused on high retention retail offers.





OPERATING & FINANCIAL HIGHLIGHTS

Qualified sales pipeline snapshot



5 year qualified advanced stage pipeline of \$91m+ ¹

- Equivalent to \$18m in annual revenues
- Existing and new verticals
- Qualified prospects

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

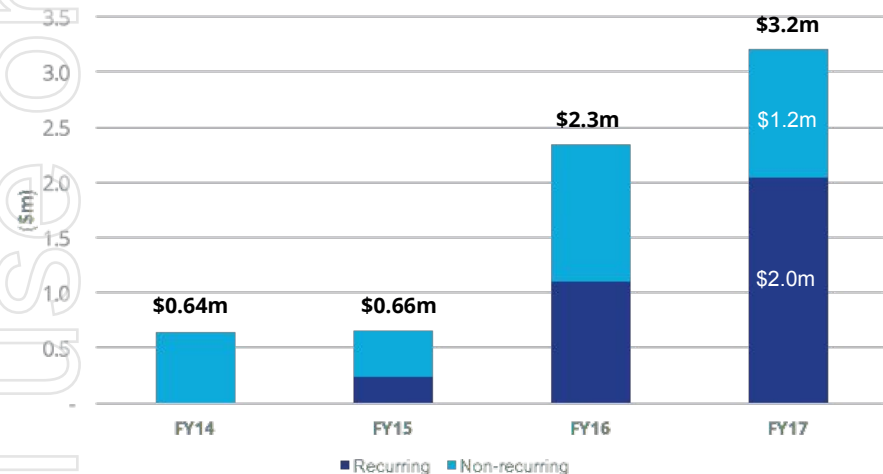
3-5 year contracts

¹ 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



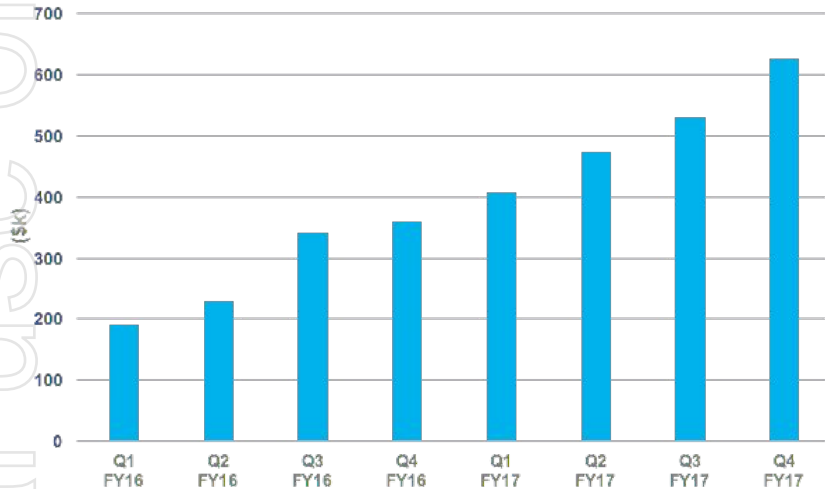
- Strong growth in total operating revenues to A\$3.2m year to date in FY17, increase of 37% year on year*
- Strong growth in recurring revenues to A\$2m for year to date in FY17, increase of 82% year on year*
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO'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



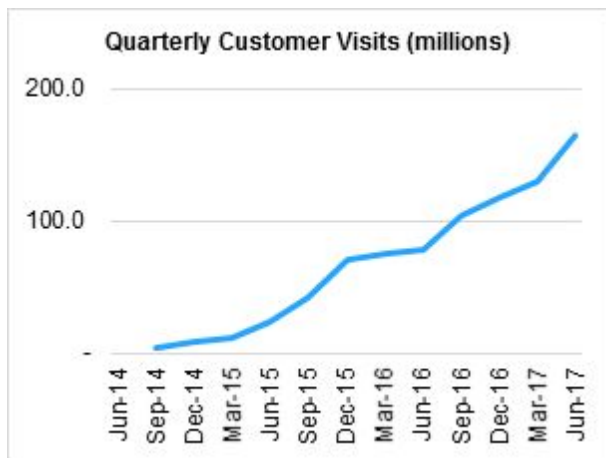
- Strong growth in quarterly recurring revenues of A\$626k, up 18% on pcp*
- Strong growth in recurring revenues to A\$2m in FY17, up 82% on pcp*

* Provisional unaudited

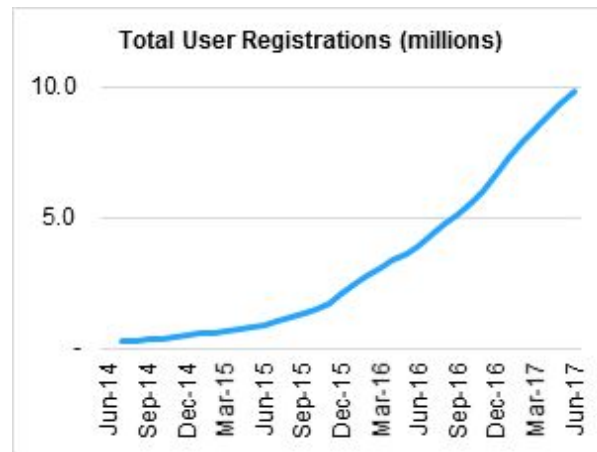
Strong growth in analytics and marketing capability

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

mal use only



PROVEN TEAM

Fit for purpose, experienced board



JAMES SCOTT

Non-Executive Chairman

COO at Seven Group Holdings (ASX:SWW)



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

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.

