

SEPTMBER QUARTERLY
INVESTOR PRESENTATION
OCTOBER 2017



Internal use only

skyfii

COMPANY OVERVIEW	3
PERFORMANCE UPDATE	5
WICOMS ACQUISITION	10
WHO WE ARE	12
MARKET OPPORTUNITY	18
COMPETITIVE LANDSCAPE	22
OPERATING & FINANCIAL HIGHLIGHTS	24
EXPERIENCED BOARD	28

Internal use only



COMPANY OVERVIEW

Company Overview

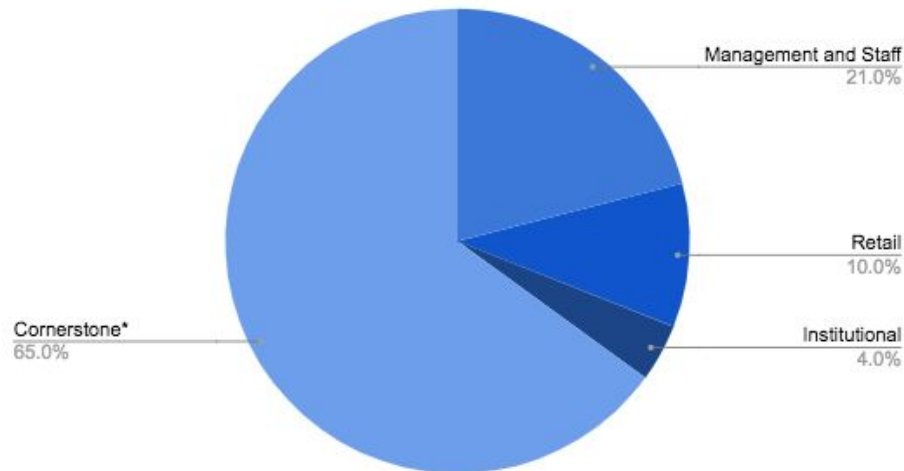
Key Market Statistics

ASX code	SKF
Share price (25 October 2017)	A\$0.065
Market capitalisation (25 October 2017) ¹	A\$16.76 million
Total shares outstanding ¹	266 million
Cash balance 30 September 2017 ²	A\$2.05 million

Key Shareholdings

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

Composition of Shareholders (30 Sept 2017)



- * Includes shareholdings of more than 400,000 shares
- Tightly held – Top 20 shareholders hold ~71%
 - 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.

mal use only



PERFORMANCE UPDATE

September Quarterly Highlights

- **Recurring revenues in Q1 FY 2018 of \$636k** up 2% on the previous quarter
- **New services agreement with signed** with Lexicon Shopping Centre (UK); **contract renewal** with GPT Group and **acquisition of Wicoms Wireless** portfolio of customers during the quarter
- **Cash receipts from customers for the quarter of \$773k**, down 37% on the previous quarter due to timing delay of customer payments received shortly after quarter end
- **One-off cash injections** of \$832k received under the Research and Development (R&D) Tax Incentive Program and \$111k received through the Export Market Development Grant (EMDG)
- **Total registered user base up 18% on previous quarter** reaching 11.7 million unique users
- **New contract signed with leading Italian supermarket chain** post quarter end
- **New multi-year contract signed with major shopping centre group**, a novated customer from the Wicoms acquisition post quarter end
- **Cash position \$2.05m at the end of the quarter.** A receivable of \$0.8m remains outstanding as part of a conditional placement conducted from February 2017
- **Recurring revenue growth in current quarter (Q2 FY 2018) trending very positively**, up 35% on Q1 FY 2018*

Refer to September ended FY 2017 Quarterly Report for definitions.

* Provisional unaudited

New Contract Wins - Expansion in Global Presence

During the Quarter

- **GPT long term renewal agreement, Australia** announced 11 September 2017
- **Lexicon Shopping Centre, UK** announced 13 September 2017
- **Wicoms Wireless key assets acquisition: including a portfolio of revenue generating customers across Europe and North America** announced 26 July 2017

Post quarter end

- **Leading supermarket chain, Italy** announced 25 October
- **Major shopping centre group in Europe and North America, a novated Wicoms customer** announced 25 October

Improvement in Business Operations

- **Ongoing effort to streamline business operations** and improve cash burn position
- **Execution of a number of key strategies** during the quarter **to reduce operating expenditure**
- **Includes strict cost control, reduced headcount and the deployment of key management personnel into key growth markets** as the company expands internationally
- **The adoption of these strategies are well advanced and will result in a reduction in underlying operating expenditure** reaching their full benefit by the end of the 2nd calendar quarter of 2018

Strong Outlook

- **Recurring revenue growth in current quarter (Q2 FY 2018) trending very positively**, up 35% on Q1 FY 2018*
- **Reduction of corporate operating overhead in progress**; streamlining of business functions and resource allocation, expected to reduce cash burn substantially moving into calendar year 2018
- **UK operations delivering considerable growth with converted pipeline** in the verticals of shopping centres, supermarkets and quick service food retail
- **Deployment of CEO, Wayne Arthur, into US market to drive growth** in North American market
- **A number of key deals, across a number of regions, in final contract negotiation** and expected to be announced in the current quarter

Internal use only



WICOMS ACQUISITION DELIVERS
MAJOR CONTRACT WIN

Wicoms Acquisition Delivers Major Contract Win

Skyfii announces acquisition of Wicoms Wireless portfolio of customers

Announced July 2017

- Acquisition of key assets of Wicoms Wireless portfolio of revenue generating customers across Europe and North America
- Opportunity to upsell Skyfii's 'IO' data analytics and marketing services to existing customers
- Customer portfolio includes an operator of large format designer outlet shopping centres located across nine countries
- 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

Skyfii signs major shopping centre group across Europe and North America

Announced October 2017 post quarter end

- A new multi-year contract signed with major shopping centre group, a novated Wicoms customer
- New agreement to deliver a significantly greater level of analytics and marketing services, not originally provisioned under the Wicoms original services agreement
- 'IO' data analytics (SaaS) and data consulting services (DCS) to be deployed across 22 large format shopping centres
- Contract value is three times the cost of the Wicoms transaction paid using \$247,000 in a scrip only deal

mal use only

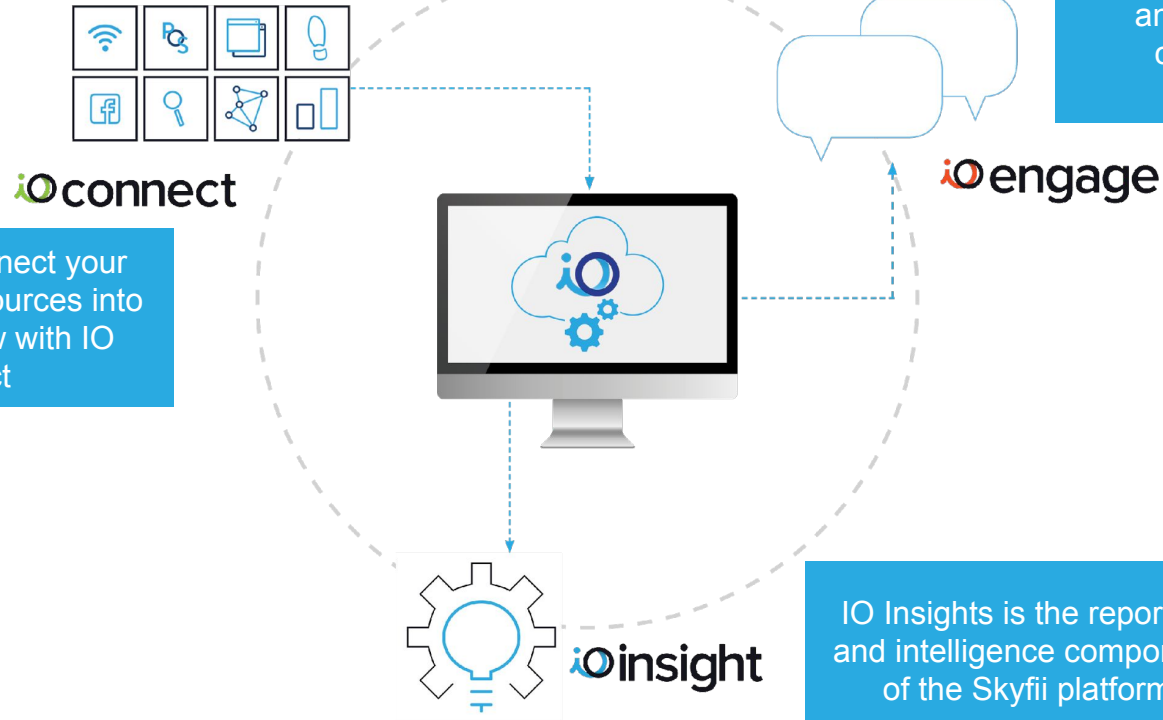


WHO WE ARE

skyfii 

**BIG
DATA
SMART
DATA**

A Single Cloud-based Solution



Internal use only

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

Sales in a Growing Number of Verticals and Geographies



● FY16
● FY17/18














Key Customers

Retail	Municipalities	Transit	Education	Other
<p>Scentre Group</p>   <p>Brookfield</p>  <p>lederer GROUP</p>  <p>IGUATEMI resa de Shopping Centers SA</p>  <p>NZ RETAIL PROPERTY GROUP MADE FOR NZ</p>  <p>DEXUS PROPERTY GROUP</p>   <p>Barangaroo</p>  <p>ONE FINE ONE PROPERTY</p> 	 <p>WAVERLEY COUNCIL</p>  <p>CINCINNATI</p>	 	 <p>Durham University</p>	<p>Cincinnati Bell™</p> 
		<p>Cultural Centres</p>	<p>Food Franchise</p>	<p>Grocery Chain</p>
<p>Woolworths</p> 	 <p>national museum australia</p>	<p>Premium UK Food Chain - 300+ venues</p>	<p>Premium Italian Grocery Chain - 285+ venues</p>	

Internal use only

Built for Integration

Integrated with a range of 3rd party products and services

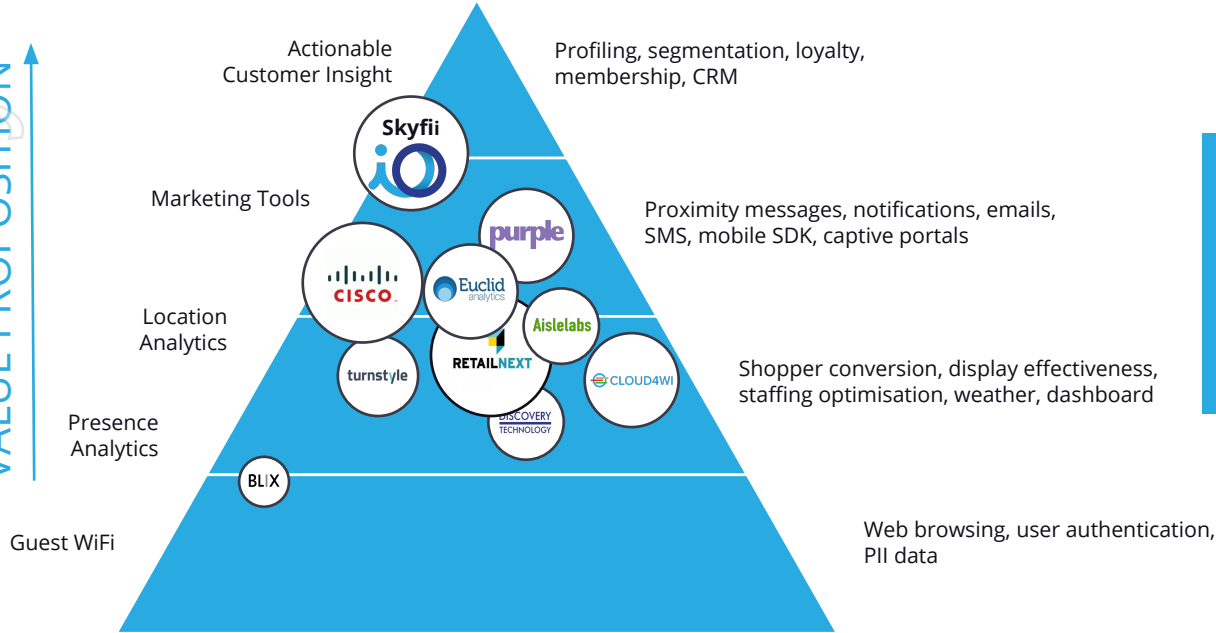
People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   IBM Marketing Cloud		   	 We know your next customer.



COMPETITIVE LANDSCAPE

Competitive Landscape

VALUE PROPOSITION ↑



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

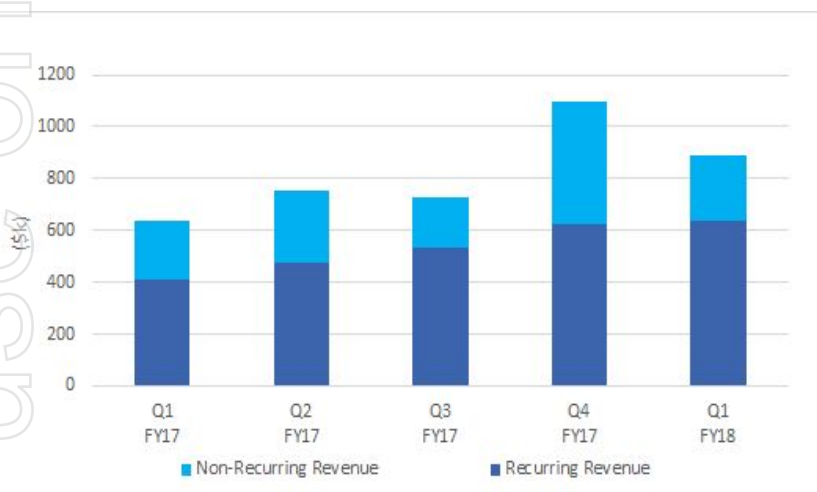


OPERATING & FINANCIAL HIGHLIGHTS

Continued Growth in Operating Revenues

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

Total Operating Revenues



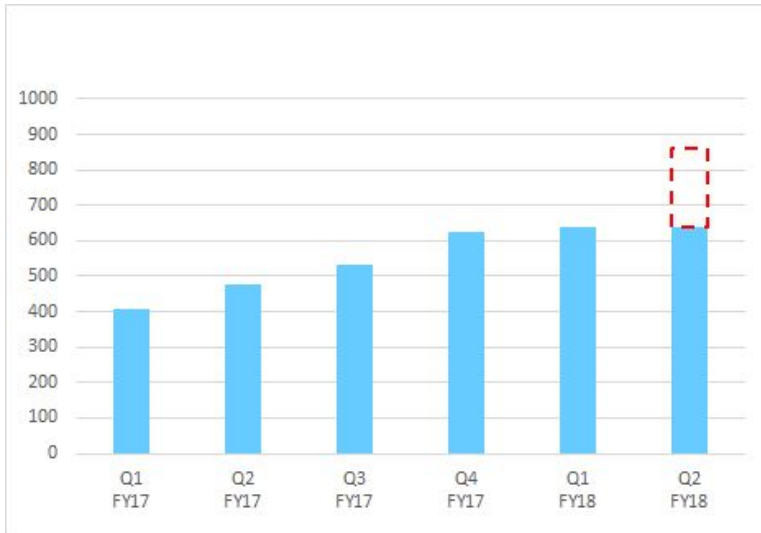
- Total operating revenues at A\$887k year to date in FY18*
- Recurring revenues of A\$636k for Q1FY18, increase of 2% quarter on quarter*
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO' data analytics platform
- Non-recurring revenues are generated from implementation and upfront setup fees and through the upsell of other transactions and services including marketing and content delivery tools and data science consulting capabilities

* Provisional unaudited

Significant Growth in Recurring Revenues

Recurring revenues from subscriptions services continues to accelerate beyond the current quarter

Recurring Revenues



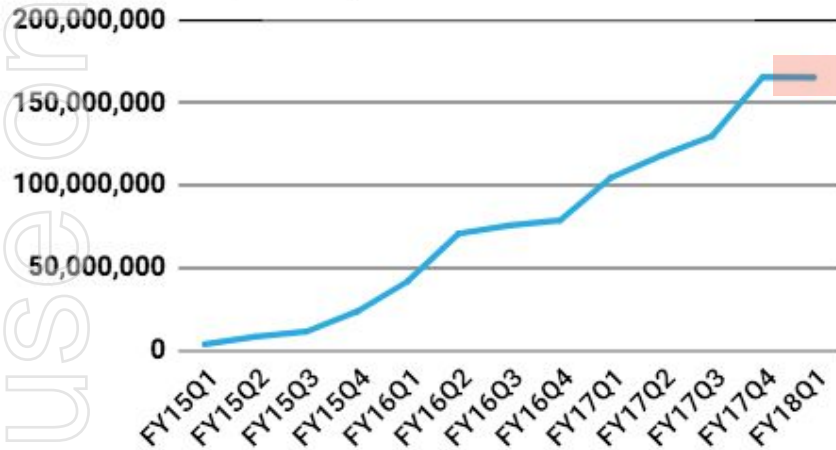
- Steady growth in quarterly recurring revenues - Q1FY18 at A\$636k, up 2% on pcp*
- Recurring revenues in current quarter (Q2FY18) trending very positively, up 35% on Q1FY18*

* Provisional unaudited

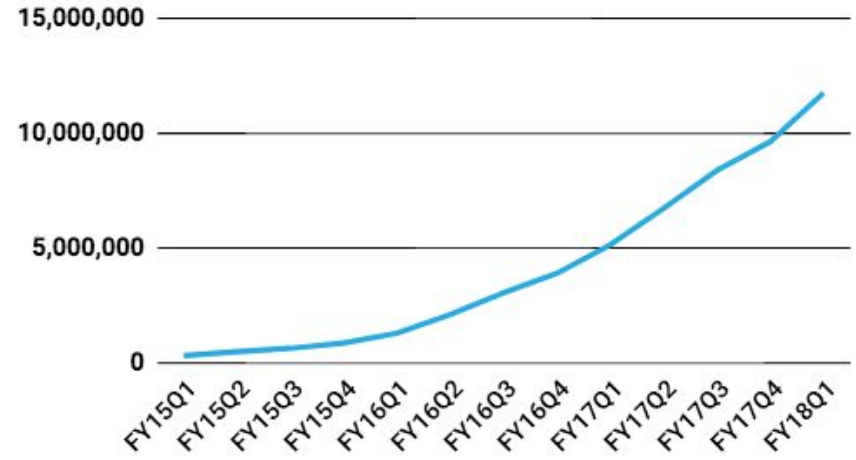
Strong Growth in Analytics and Marketing Capability

Data analytics consistent at 166 million customer visits per quarter, marketing capability to 11.7 million users*

Quarterly Customer Visits



Total User Registrations



* As at 30 September 2017

Plateau attributed to seasonality (end of year break for Durham University). Equates to a drop of 30 million visits for the quarter over the period.



EXPERIENCED BOARD

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

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.

