

SEPTEMBER QUARTERLY
INVESTOR PRESENTATION
OCTOBER 2017



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skyfii

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COMPANY OVERVIEW

Company Overview

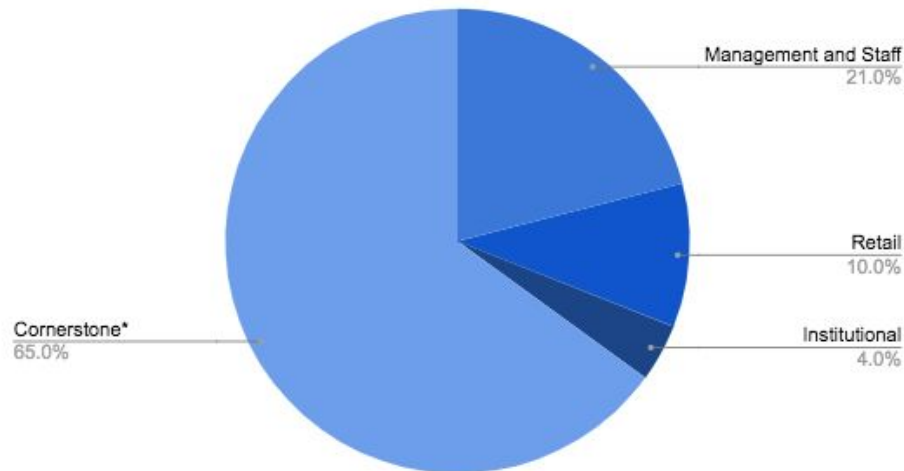
Key Market Statistics

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.

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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

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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

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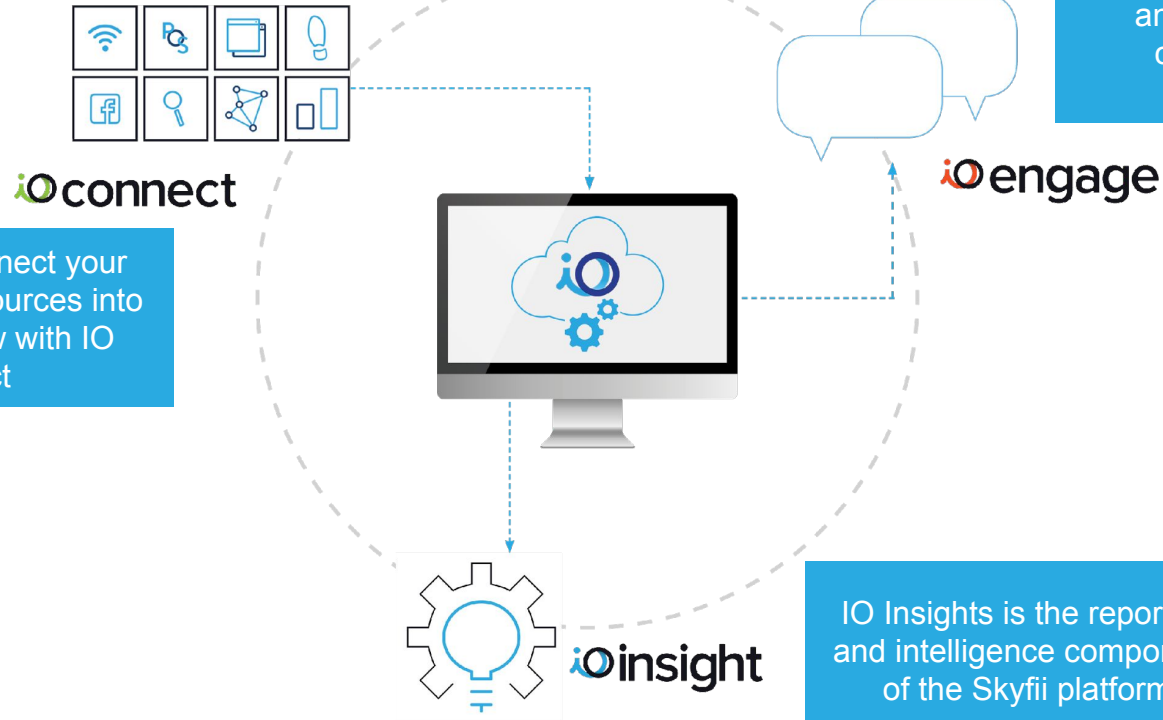


WHO WE ARE

skyfii 

**BIG
DATA
SMART
DATA**

A Single Cloud-based Solution



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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 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

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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>WAVERLEY COUNCIL</p>  <p>CINCINNATI</p>	 	 <p>Durham University</p>	<p>Cincinnati Bell™</p> 
 <p>DEXUS PROPERTY GROUP</p>  <p>JLL</p>  <p>MARKET CITY</p>	<p>Cultural Centres</p>	<p>Food Franchise</p>	<p>Grocery Chain</p>	
<p>Barangaroo</p>  <p>lendlease</p>  <p>ONE FINE ONE PROPERTY</p>  <p>ALIANSCCE SHOPPING CENTERS</p>	 <p>national museum australia</p>	<p>Premium UK Food Chain - 300+ venues</p>	<p>Premium Italian Grocery Chain - 285+ venues</p>	

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Built for Integration

Integrated with a range of 3rd party products and services

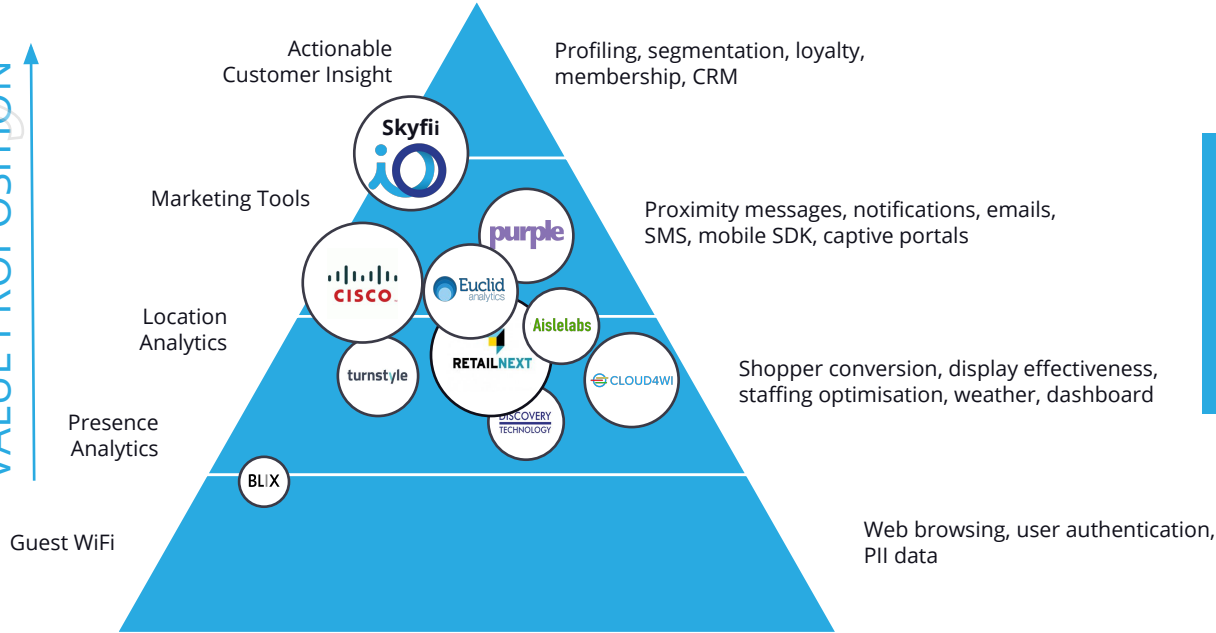
People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   		   	



COMPETITIVE LANDSCAPE

Competitive Landscape

VALUE PROPOSITION ↑



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

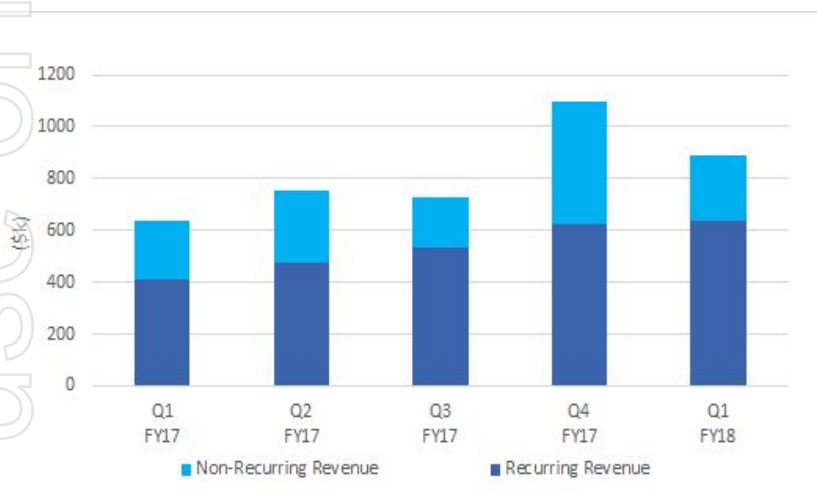


OPERATING & FINANCIAL HIGHLIGHTS

Continued Growth in Operating Revenues

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

Total Operating Revenues



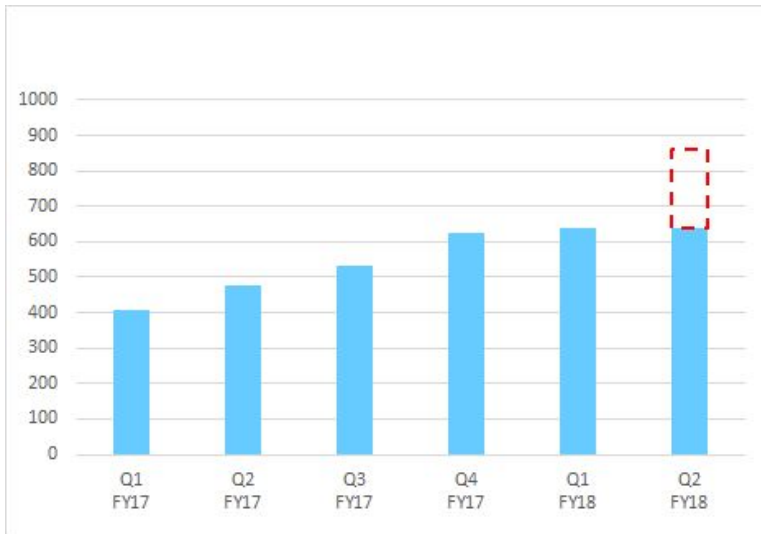
- Total operating revenues at A\$887k year to date in FY18*
- Recurring revenues of A\$636k for Q1FY18, increase of 2% quarter on quarter*
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO' data analytics platform
- Non-recurring revenues are generated from 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



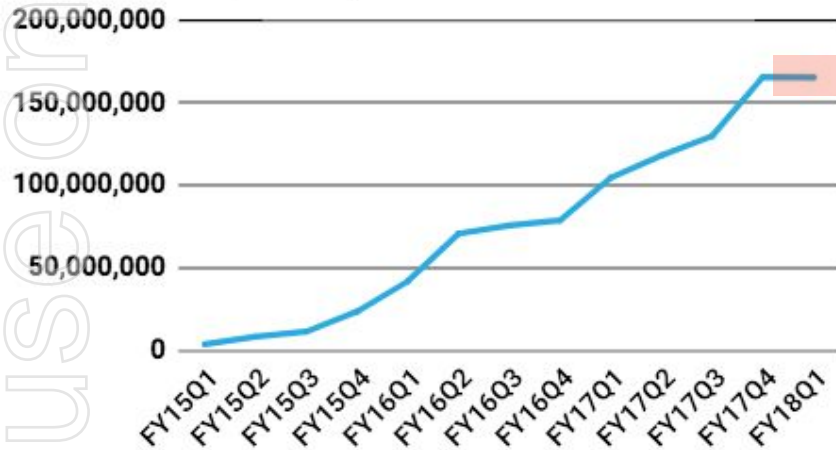
- Steady growth in quarterly recurring revenues - Q1FY18 at A\$636k, up 2% on pcp*
- Recurring revenues in current quarter (Q2FY18) trending very positively, up 35% on Q1FY18*

* Provisional unaudited

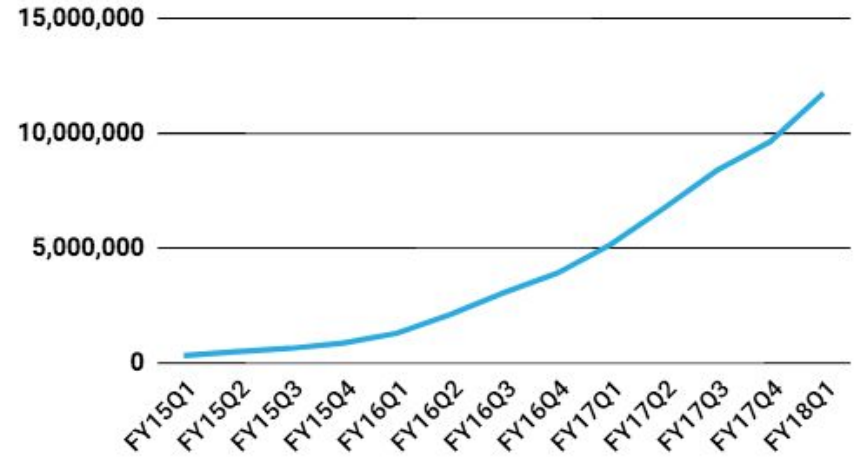
Strong Growth in Analytics and Marketing Capability

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.

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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

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