

SEPTMBER QUARTERLY  
INVESTOR PRESENTATION  
OCTOBER 2017



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skyfii

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COMPANY OVERVIEW

# Company Overview

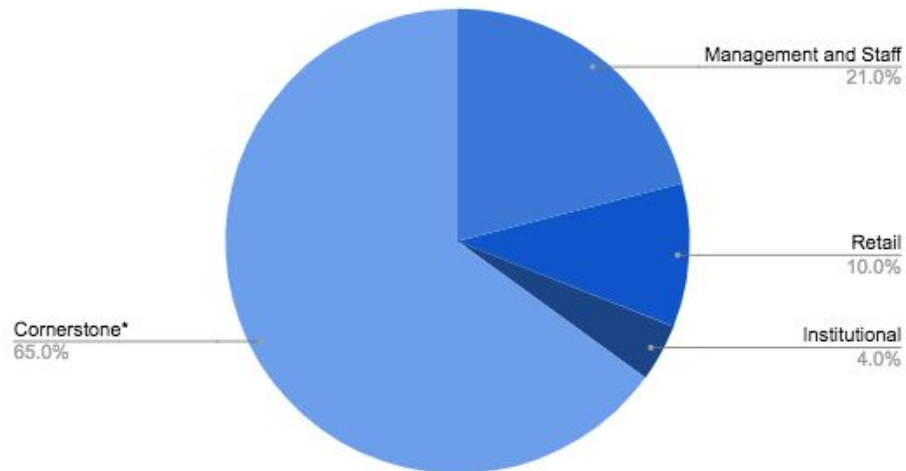
## Key Market Statistics

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

<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.

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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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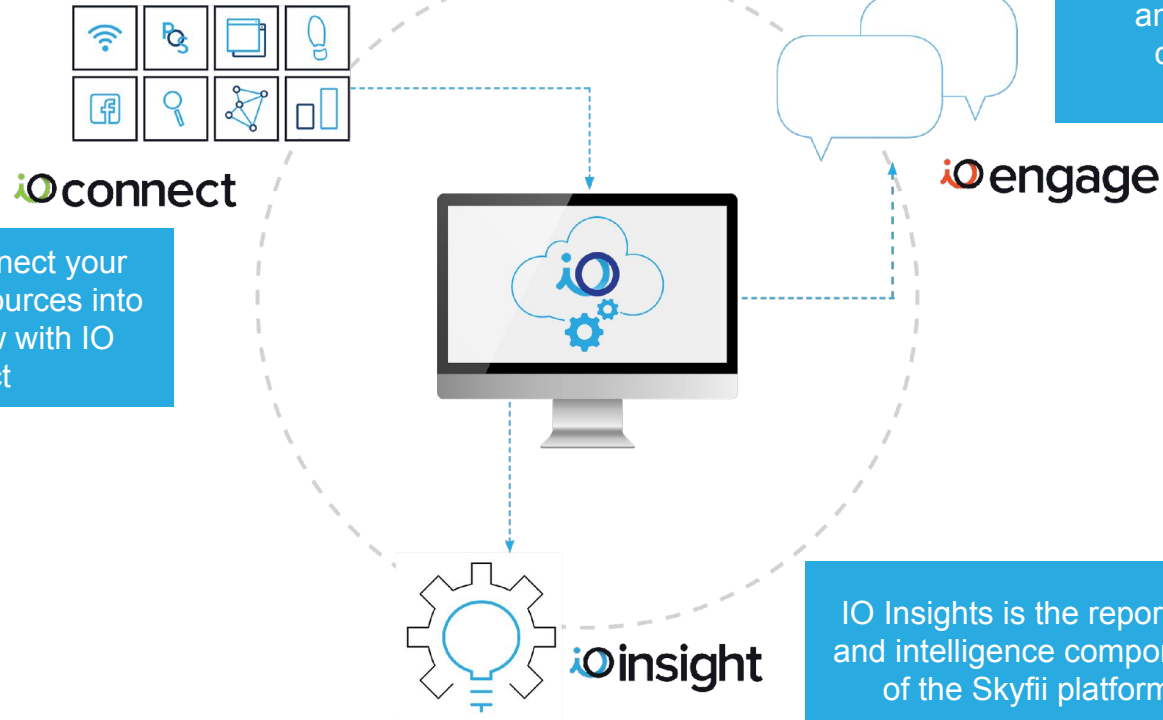


WHO WE ARE

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
- 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

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MARKET OPPORTUNITY

# Sales in a Growing Number of Verticals and Geographies

















● FY16  
● FY17/18



# Built for Integration

Integrated with a range of 3rd party products and services

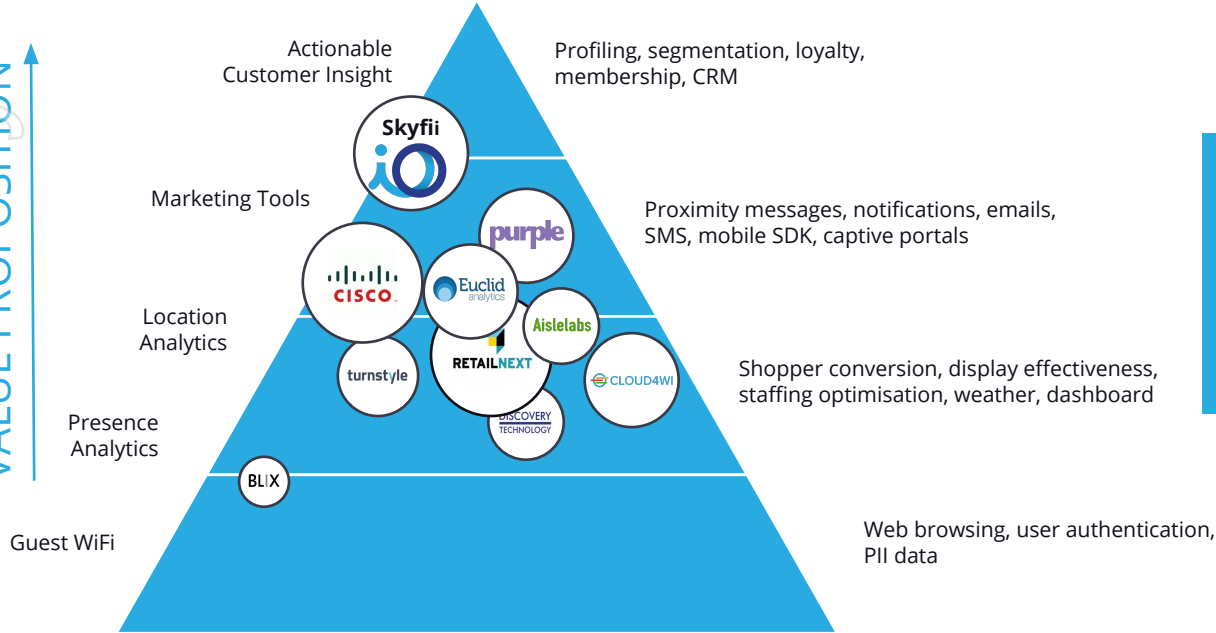
People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   		   	 <small>We know your next customer.</small>



## COMPETITIVE LANDSCAPE

# Competitive Landscape

VALUE PROPOSITION ↑



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



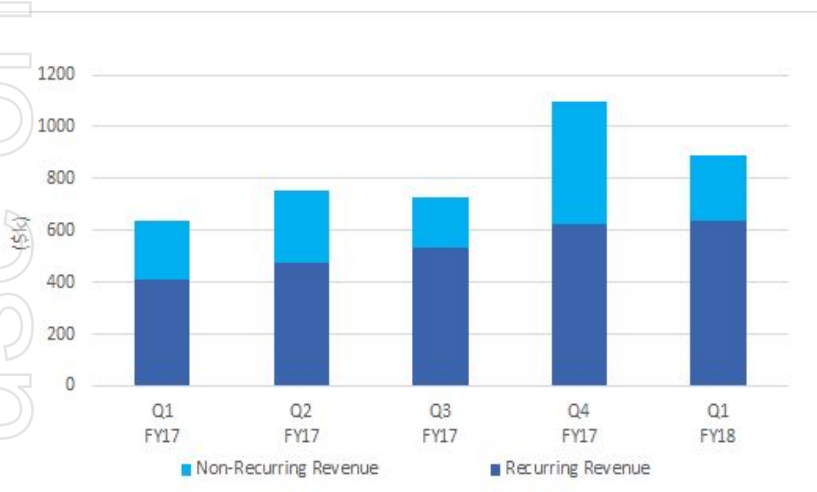
## OPERATING & FINANCIAL HIGHLIGHTS



# 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**



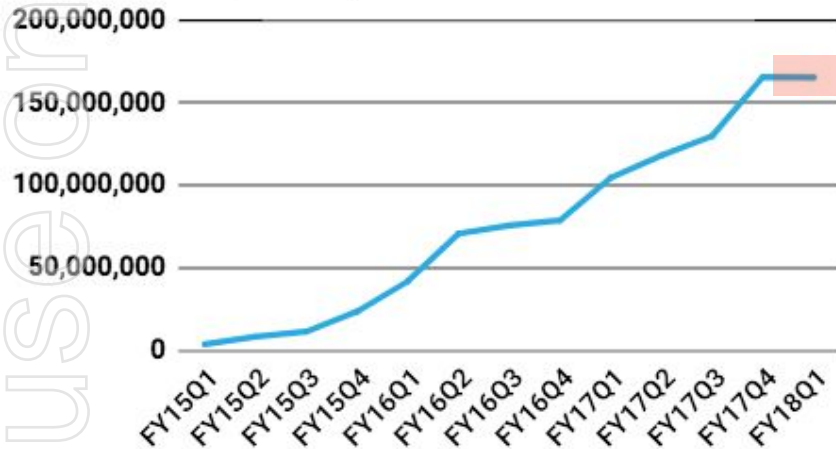
- Steady growth in quarterly recurring revenues - Q1FY18 at A\$636k, up 2% on pcp\*
- Recurring revenues in current quarter (Q2FY18) trending very positively, up 35% on Q1FY18\*

\* Provisional unaudited

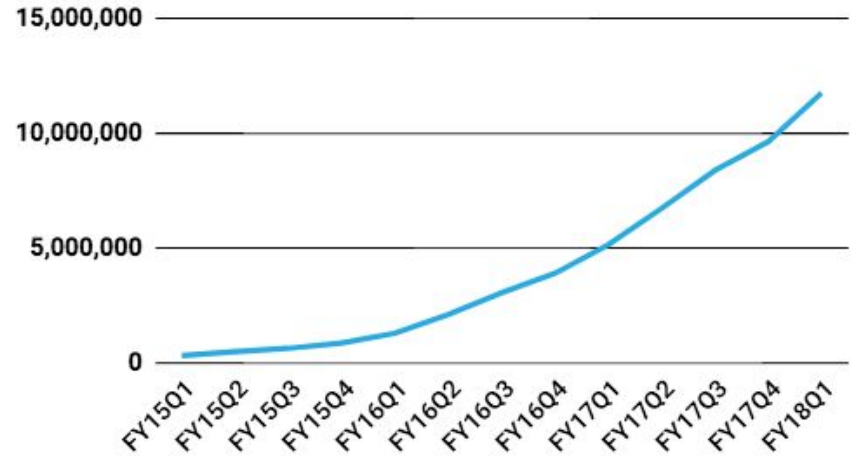
# Strong Growth in Analytics and Marketing Capability

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

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