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ANNUAL GENERAL MEETING  
CEO PRESENTATION  
21 NOVEMBER 2017



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COMPANY OVERVIEW

# Company Overview

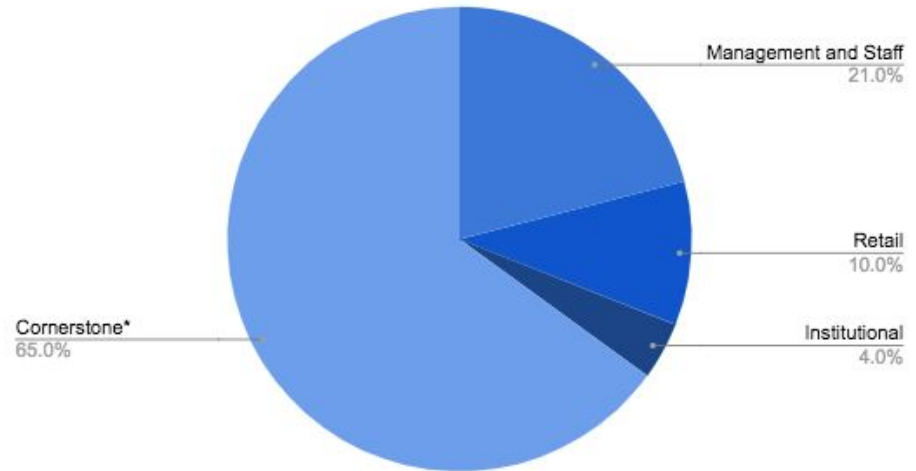
## Key Market Statistics

ASX code	SKF
Share price (20 November 2017)	A\$0.065
Market capitalisation (20 November 2017) <sup>1</sup>	<b>A\$17.29 million</b>
Total shares outstanding <sup>1</sup>	<b>266.1 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 (20 November 2017)



- \* 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\$0.7 million.

# skyfii*iO*

Foundation data layer: +11.7m unique registered users / 1 Billion Customer visits

 Platform



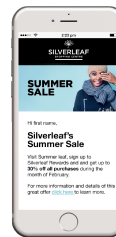
An analytics and data-driven marketing platform

Data Services



Experts in delivering compelling and actionable research outcomes to physical venues

Marketing Services



Delivering data-driven marketing campaigns and strategy

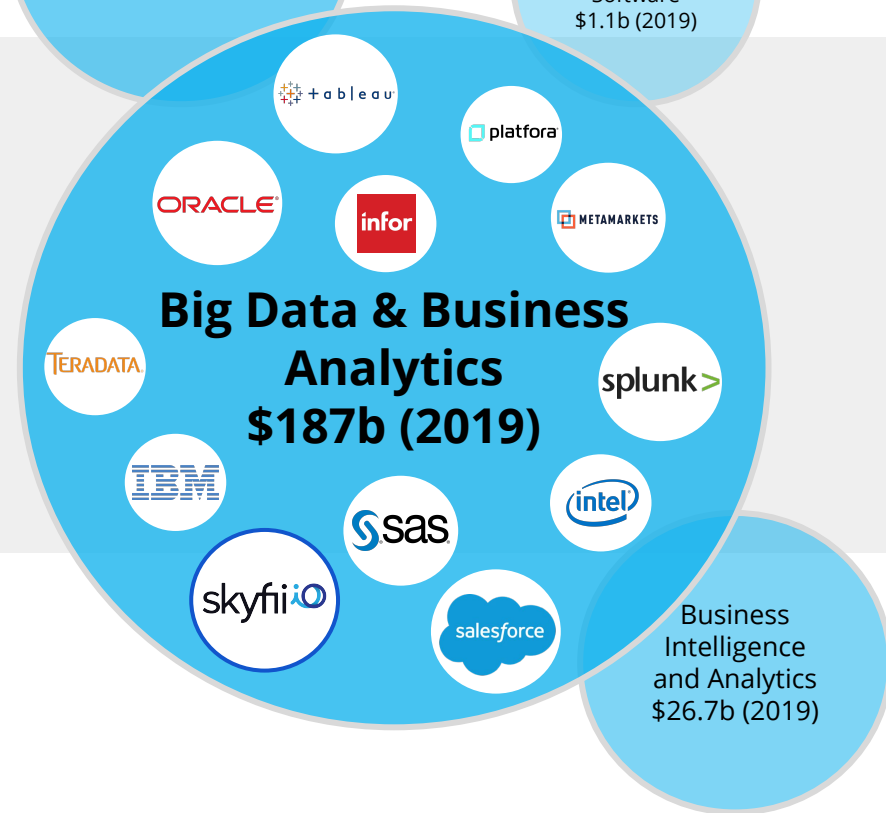


# skyfii

Enabling Physical Venues to Compete  
in the Digital Era

Cognitive  
Systems  
\$31.3b (2019)

Prescriptive  
Analytics  
Software  
\$1.1b (2019)



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PERFORMANCE UPDATE

# Pathway To Enhanced Shareholder Returns

## ESTABLISH A DOMESTIC PLATFORM.

Focus product, technology & sales in delivering growth in ANZ



FY14

## BUILD A MARKET-LEADING TECHNOLOGY STACK.

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



FY15

## ESTABLISH AN INTERNATIONAL PLATFORM.

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



FY16

## 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



FY17

## ACCELERATE REVENUE GROWTH.

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

Deliver pathway to EBITDA breakeven



FY18



FY19

## ENHANCE SHAREHOLDER RETURNS.

Harvest revenue pipeline from international operations

Build and Consolidate market leading position by vertical/country

Optimise shareholder returns



# Operating Highlights

**+1,900** venues  
deployed  
globally  
(+200% 2016)

**+100** Channel  
Partners  
globally &  
growing

Analysed **+1  
billion**  
consumer  
experiences

**+500%**  
improvement in  
forecasted  
**EBITDA 1HFY18**  
versus  
**1HFY17 &  
2HFY17**

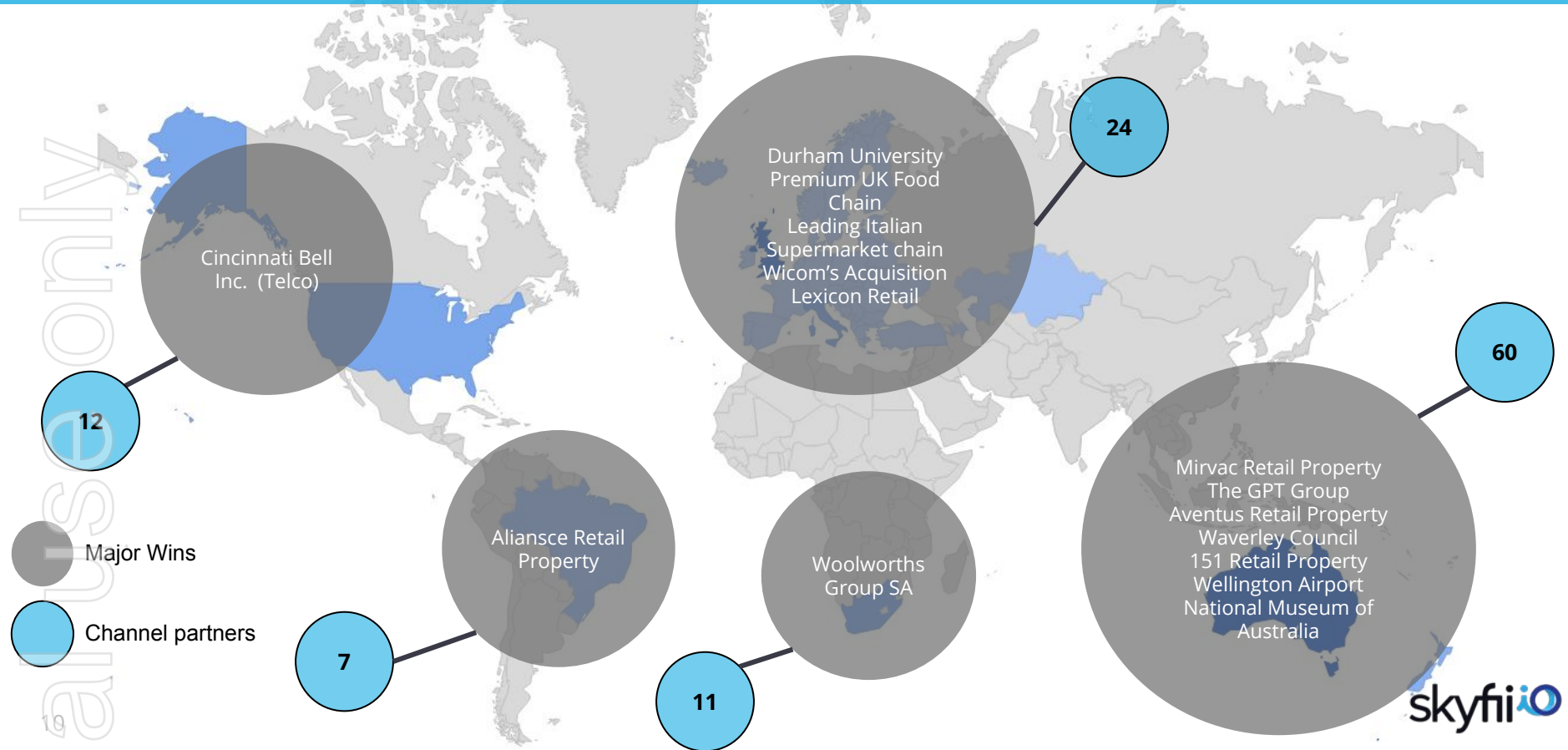
**New markets**  
Austria,  
Belgium,  
Canada, France,  
Italy, Germany  
Greece, Sweden

**First  
acquisition** of  
Wicoms (UK) in  
a scrip only  
deal

**FY17**  
**82% growth** in  
recurring  
revenues &  
**37% growth** in  
operating  
revenues YOY

**New Verticals**  
Museums  
Supermarkets  
QSR, Airports,  
Department  
Stores,  
Municipality

# Major Contract Wins & Global Partner Network



# Wicoms Acquisition Delivers Major Contract

- Announced acquisition of Wicoms portfolio of customers in July 2017
- All scrip transaction valued at A\$247,000
- Acquisition included existing contract with major shopping centre group
- Announced new contract with major shopping centre group in October 2017
- New contract valued at 3 x the Wicoms cost of acquisition



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MARKET OPPORTUNITY

# Addressable Market

## USA

114,893 Malls  
6.2m Retail Outlets  
4,352 Universities  
1,500 Casinos  
378 Airports  
2,400 Cultural Centres

## UK & Europe

9,425 Malls  
1.6 m Retail Outlets  
4000 Universities  
1,150 Casinos  
281 Airports  
5966 Cultural Centres

## Brazil

538 Malls  
600,000 Retail Outlets  
195 Universities  
2 Casinos  
288 Airports  
3,474 Cultural Centres

## South Africa

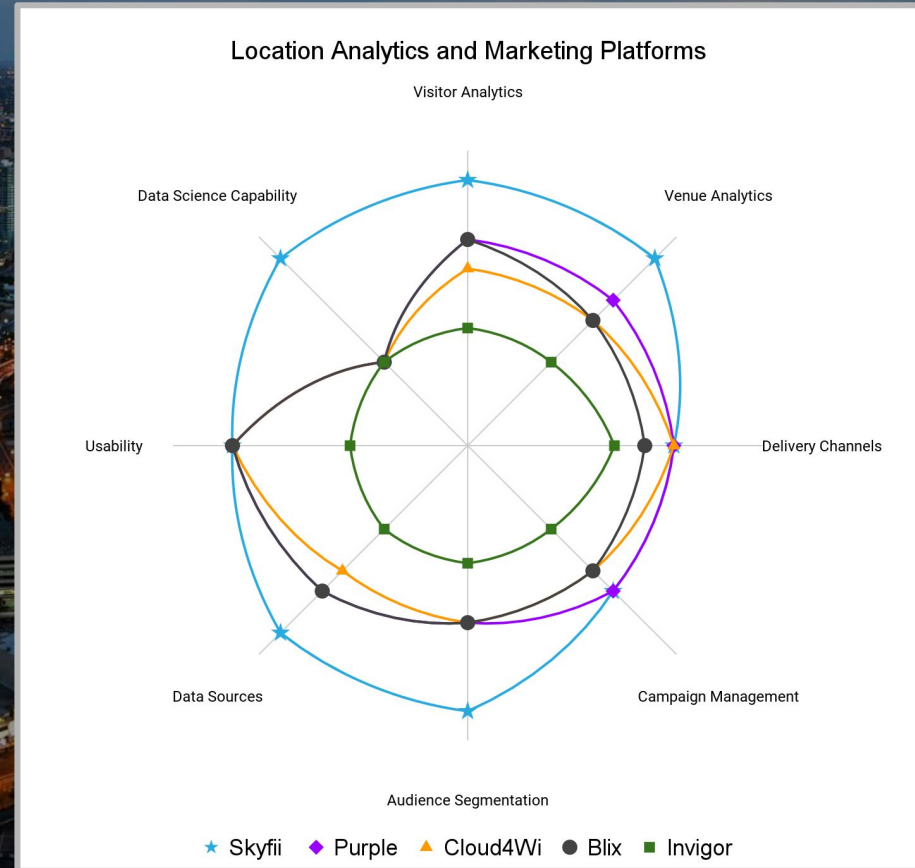
1,800 Malls  
25,000 Retail Outlets  
120 Universities  
38 Casinos  
90 Airports  
300 Cultural Centres

## ANZ

1,600 Malls  
33,000 Retail Outlets  
197 Universities  
20 Casinos  
45 Airports  
1,000 Cultural Centres

# Competitive Landscape

Skyfii continues to ensure its proprietary software platform 'IO' remains ahead of the competition in responding to market needs.



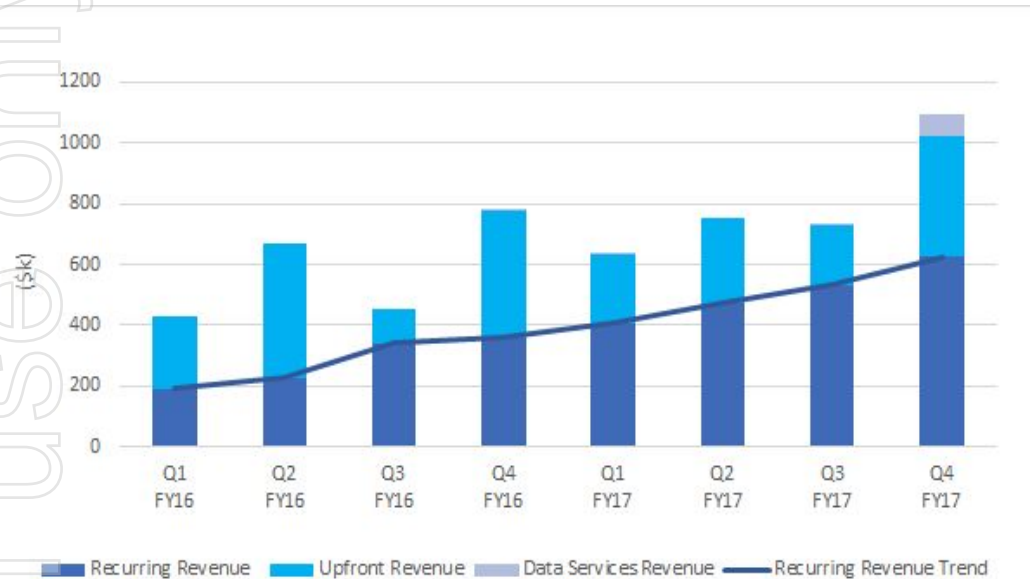


OPERATING & FINANCIAL  
HIGHLIGHTS

# FY17 Financial Highlights

Operating revenues continue to grow with significant multi-year contracted recurring revenues

## Total Operating Revenues



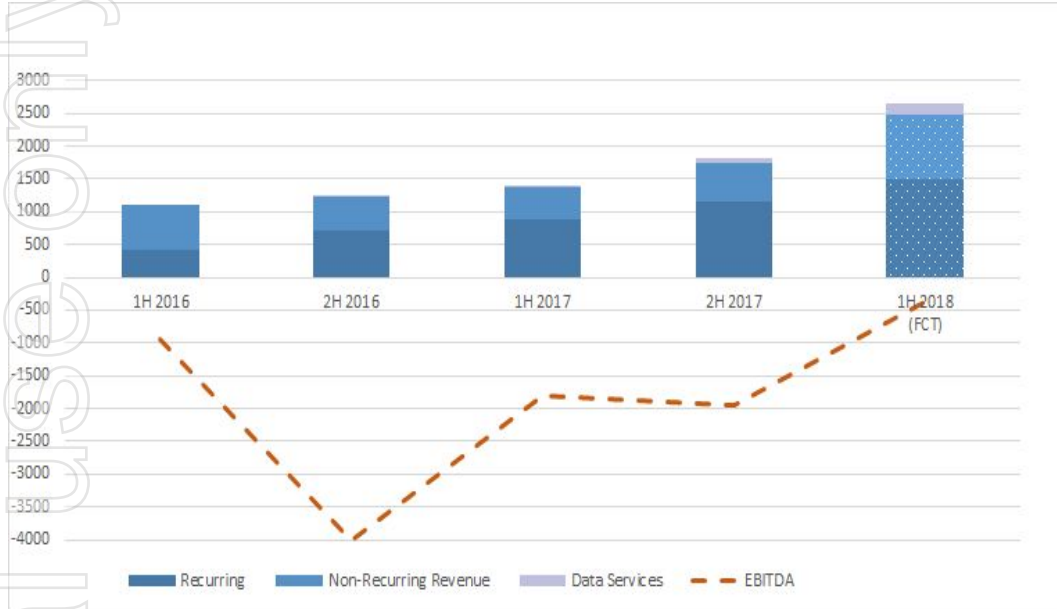
- Total Operating Revenue FY17 \$3.2m v FY16 \$2.3m
- Recurring Revenue FY17 \$2.0m v FY16 \$1.12m
- Gross Margin FY17 58% v FY16 53%
- EBITDA FY17 -\$3.75m v FY16 -\$4.95m
- Net Profit FY17 -\$4.91m v FY16 -\$5,415
- Cash at Bank FY17 \$2.28m v FY16 \$2.6m



# Financial Outlook

Strong revenue growth, reduction in corporate overheads and streamlining of resources reduced cash burn

## Half Year Revenue & EBITDA



- Forecasted recurring revenues in Q2FY18 trending very positively, at over 35% on Q1FY18.
- Forecasted 1HFY18 total operating revenue at 82% of full year FY17 \$3.2m total operating revenue.
- Streamlining of business functions and resource allocation, expected to reduce cash burn substantially moving into H2FY18
- Current cash at bank and revenue trajectory, the Company does not foresee the requirement to raise capital funding for the purposes of its daily business operations at this point in time.

\*EBITDA - Earnings before interest, tax, depreciation & amortisation.



## SUMMARY & OUTLOOK

# Summary & Outlook

- Strong foundation of recurring revenues establishing a sound footing for FY18 year
- Leaner, more streamlined operating model
- Significantly improved EBITDA position
- On current outlook no requirement to raise capital for operating expenses
- Diversified product and service offering in domestic and international regions
- Operating revenues generated from international markets is accelerating - strong forward position

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