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ANNUAL GENERAL MEETING
CEO PRESENTATION
21 NOVEMBER 2017



COMPANY OVERVIEW	3
PERFORMANCE UPDATE	7
MARKET OPPORTUNITY	12
OPERATING & FINANCIAL HIGHLIGHTS	15
SUMMARY & OUTLOOK	18



COMPANY OVERVIEW

Company Overview

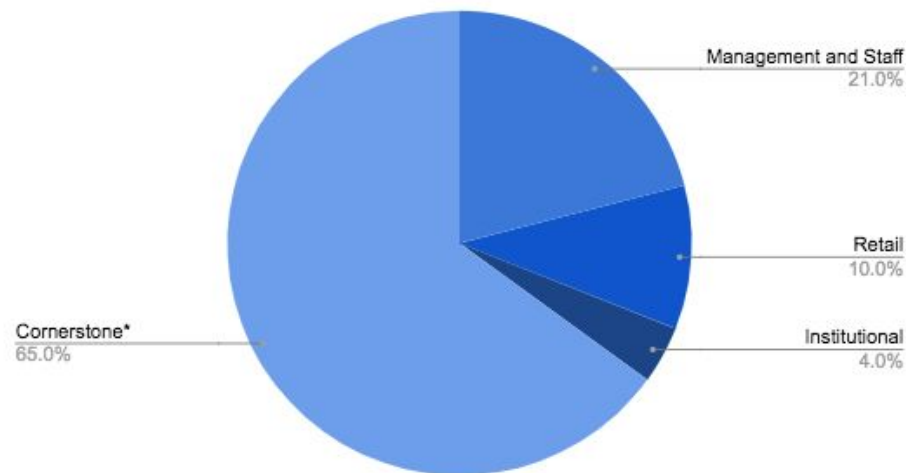
Key Market Statistics

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

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\$0.7 million.



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

 Platform



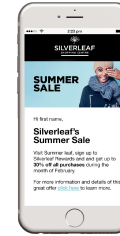
An analytics and data-driven marketing platform

Data Services



Experts in delivering compelling and actionable research outcomes to physical venues

Marketing Services



Delivering data-driven marketing campaigns and strategy



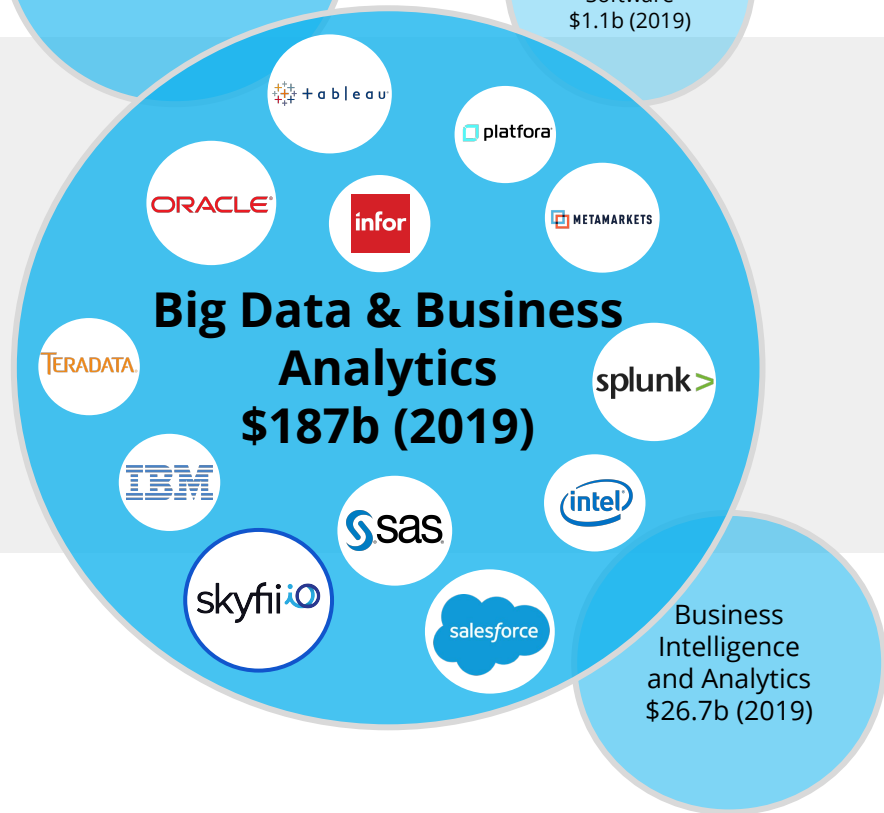
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Enabling Physical Venues to Compete
in the Digital Era

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

BUILD A MARKET-LEADING TECHNOLOGY STACK.

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

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

ACCELERATE REVENUE GROWTH.

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

Deliver pathway to EBITDA breakeven

ENHANCE SHAREHOLDER RETURNS.

Harvest revenue pipeline from international operations

Build and Consolidate market leading position by vertical/country

Optimise shareholder returns

FY14

FY15

FY16

FY17

FY18

FY19

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**

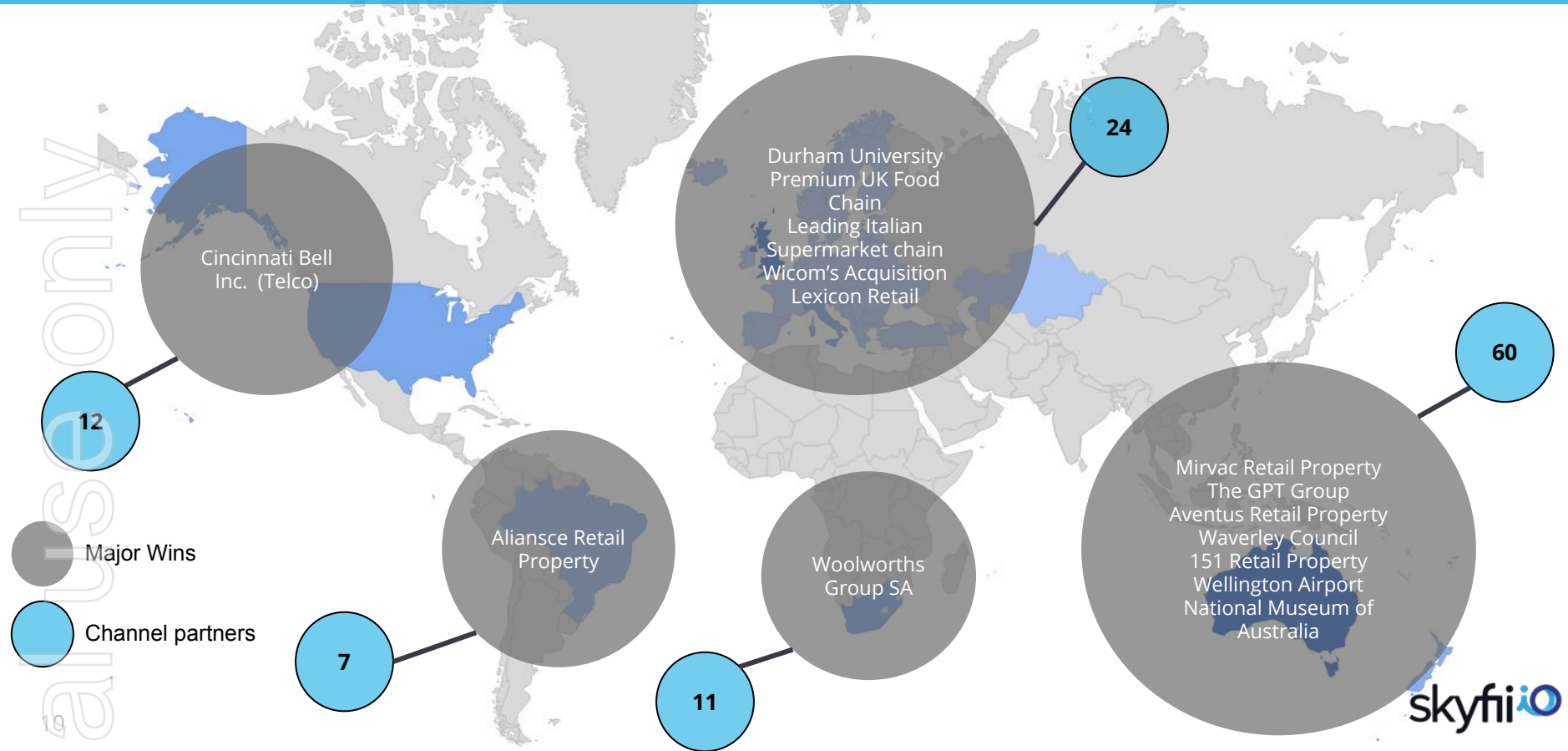
New markets
Austria,
Belgium,
Canada, France,
Italy, Germany
Greece, Sweden

**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





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

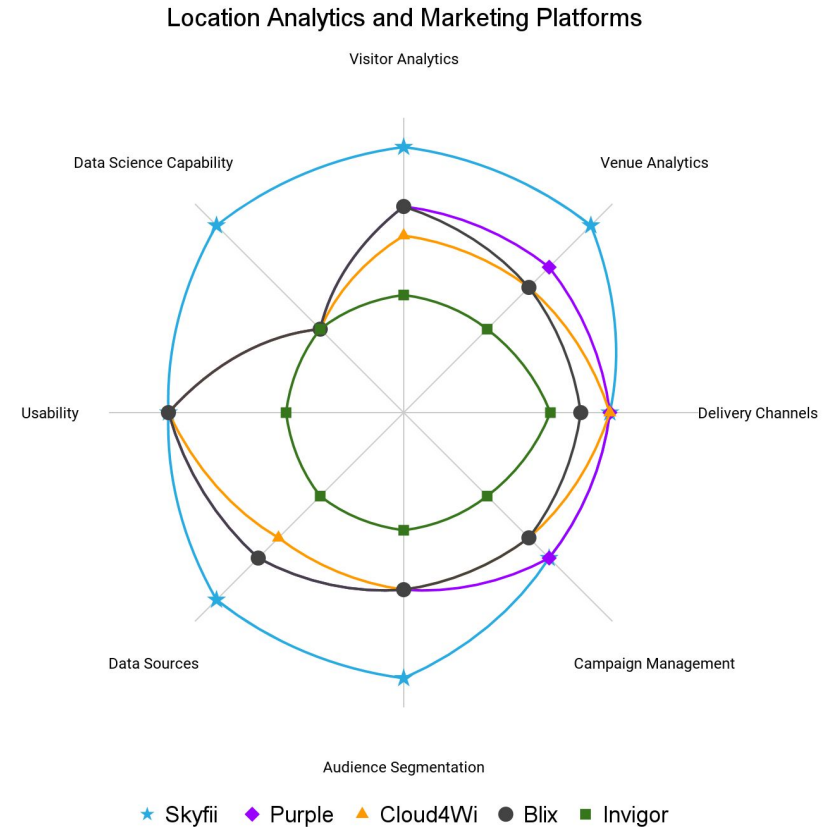
1,800 Malls
25,000 Retail Outlets
120 Universities
38 Casinos
90 Airports
300 Cultural Centres

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.



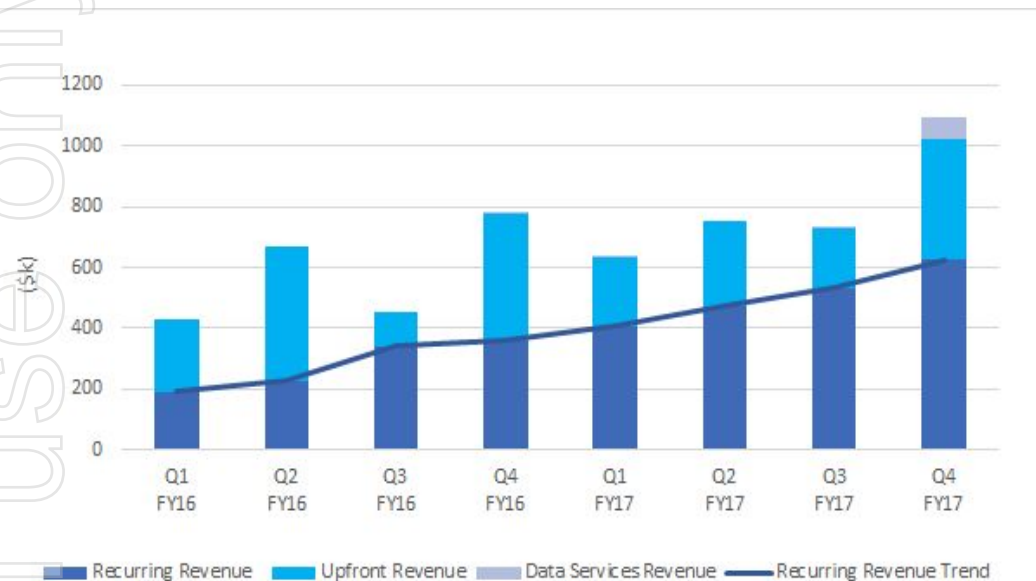


OPERATING & FINANCIAL HIGHLIGHTS

FY17 Financial Highlights

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

Total Operating Revenues

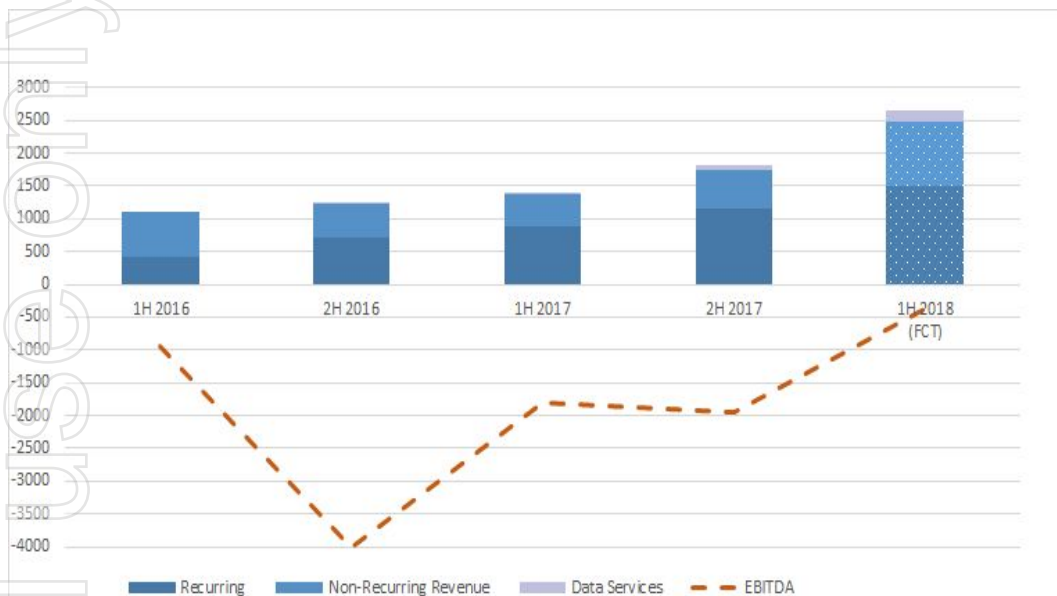


- Total Operating Revenue FY17 \$3.2m v FY16 \$2.3m
- Recurring Revenue FY17 \$2.0m v FY16 \$1.12m
- Gross Margin FY17 58% v FY16 53%
- EBITDA FY17 -\$3.75m v FY16 -\$4.95m
- Net Profit FY17 -\$4.91m v FY16 -\$5,415
- Cash at Bank FY17 \$2.28m v FY16 \$2.6m

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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