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March Quarterly  
Q3 FY18  
Investor Presentation



skyfii

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## COMPANY OVERVIEW

# Company Overview

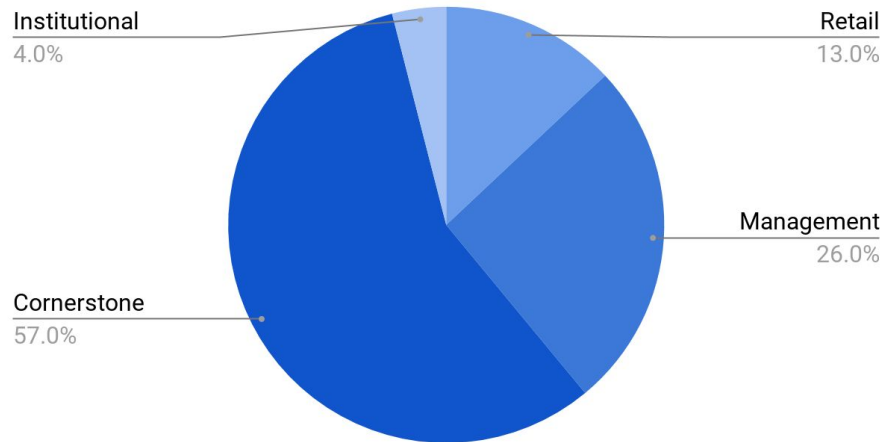
## Key Market Statistics

ASX code	SKF
Share price (8th May 2018)	A\$0.165
Market capitalisation (8th May 2018)	<b>A\$49.5 million</b>
Total shares outstanding	299.92 million
Cash balance 31st March 2018	<b>A\$2.1 million</b>

## Key Shareholdings

	Shares Held
White Family	36,061,587
Socialbon Inc	25,000,000
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874

## Composition of Shareholders (8th May 2018)

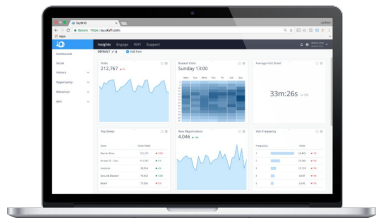


- Tightly held – Top 20 shareholders hold ~70%



**Foundation Data Layer**  
+16m unique registered users / +4000 venues

 Platform



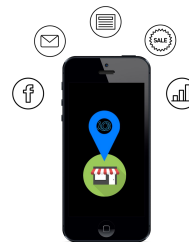
An analytics and data-driven marketing platform. (Multi year recurring revenue contracts)

Data Consulting Services



Delivering actionable research outcomes through the fusion of digital and behavioural data.

Marketing Services



Best in-class data-driven marketing practices and strategy.





# Our Clients



# 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 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

## 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

Full Year Revenue target to exceed \$6m

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OPERATING HIGHLIGHTS



# Operating Highlights

Full year FY18 revenues on track to exceed \$6m

## Q3 FY18

- Our product and service offering extending beyond retail, expanding into gyms, health care, cultural centres (museums) and financial services
- UK and US pipelines continue to build strongly with a very strong qualified pipeline, with several large deals currently in negotiation
- Successful acquisition of the Causally business (Marketing Services)

## FY18

- Company is on track to exceed \$6m revenue target\* for the full year - which will represent almost 100% growth in revenues when compared to FY2017
- Cash burn has significantly reduced and focus remains on cash preservation and a strong 2H FY2018 EBITDA finish

\*Outlook statement disclosed in March Quarterly report



# Material New Contracts

Strong deal activity in the Australian and United Kingdom markets

## During the Quarter



HSBC  
(Australia)

16/01/2018

Represents Skyfii's first banking and financial customer. Deployment across Australian branch network on an initial three year term provision.



Nuffield Health  
(United Kingdom)

28/3/2018

With a three year contract term, Skyfii's 'IO Platform' services will be deployed across an initial 70 Nuffield gym and hospital venues.



Precision Group  
(Australia)

11/4/2018

Contract provisions the deployment of Skyfii's full suite of 'IO Platform' services, in addition to Marketing Services across five retail property assets.



Lewis Land Group  
(Australia)

18/4/2018

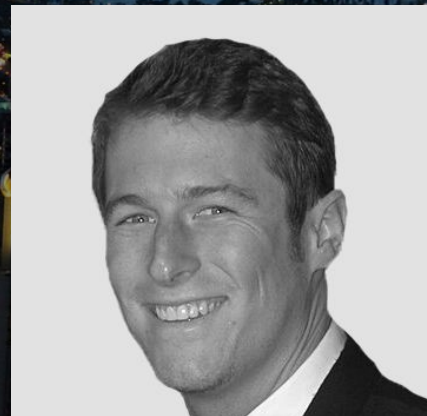
Three year contract executed for Skyfii to deliver services across Lewis Land Group's retail property assets.



# Lincoln Brown Appointed to Board

Announced - 27/04/2018

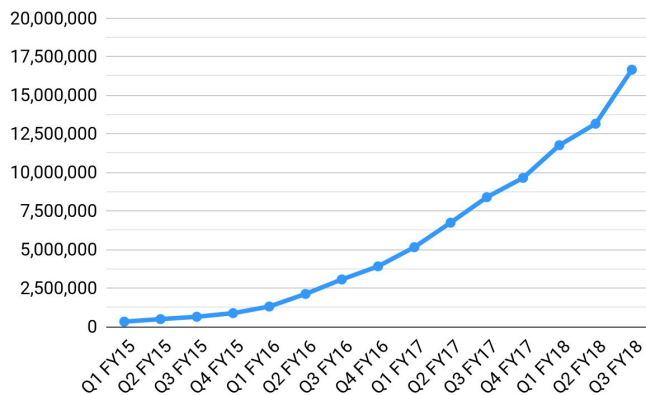
- Founder and Chairman of Causely
- During his professional and executive career, Lincoln has support the development and growth of a number of technology companies
- Recently sold his mobile technology business to Zynga - specialising in data science and machine learning
- Mr. Brown will support strategically with Skyfii's growth in North America



# Key User Operating Metrics

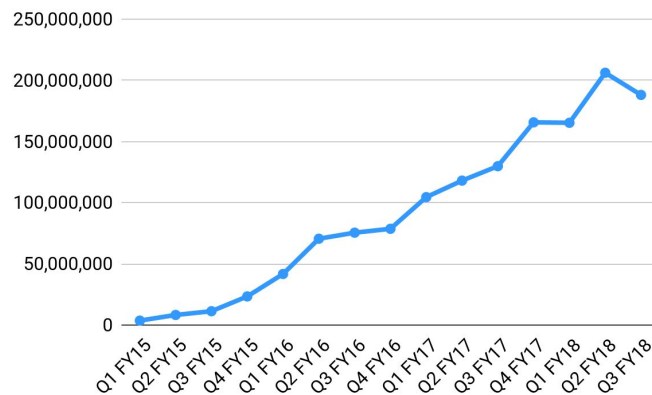
Strong growth in total registered users +26% QoQ at 16.6m unique users

## Total User Registrations



Total registered user base increased by **+26%** qoq from **13.1 million** to **16.6 million** unique users.

## Quarterly Customer Visits



Quarterly customer visits decreased by **8%** qoq from **206 million** to **188 million**.\*

\*Decrease due to fluctuations in education deployments

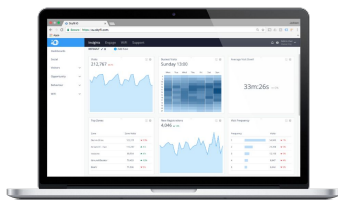
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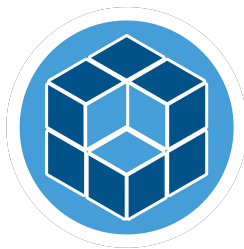
## FINANCIAL HIGHLIGHTS



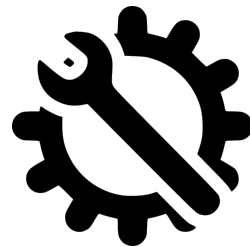
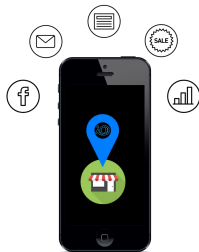
# Revenue Definitions



**Recurring revenues** are generated from ongoing subscription fees for access to Skyfii's 'iO' data analytics platform.



**Services revenues** are generated from the payment of projects undertaken by both DCS and MS divisions, including revenues generated from customers of the Causely (US) business. Revenues generated from services are received as either recurring or fixed fee projects



**Non-recurring revenues** are generated from the deployment of hardware and infrastructure, implementations and upfront setup fees, which underpin recurring revenues.

# Quarterly Highlights

## Revenues

- Recurring revenues for **Q3 FY18 was \$925k, up 5%** on the previous quarter (**up 74% compared to Q3 FY2017**)
- Strong revenues generated from services in **Q3 FY2018 of \$561k, up 603%** on the previous quarter
- The Company's cash receipts from customers for **Q3 FY18 was \$1.64m, down 16.9%** on the previous quarter
- Revenue from operations for **Q3 FY18 was \$1.54 million, down 14%** on the previous quarter (**up 111% compared to Q3 FY2017**)

## New Customers (during the Quarter)

- **New services agreements signed** during the quarter with HSBC Australia and Nuffield Health (UK)

## New Customers (post Quarter)

- **New services agreements signed** during the quarter with Lewis Land Group (AUS) and Precision Group (AUS)

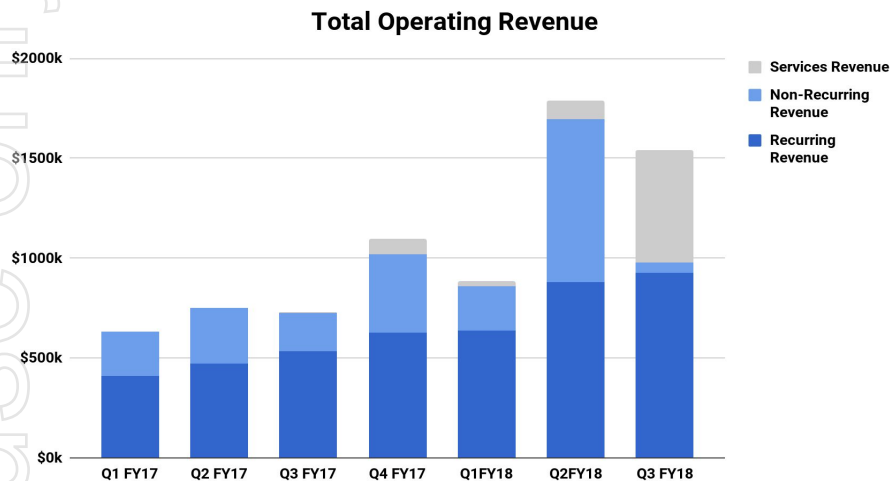
## Cash Position

- The Company maintained a **strong cash position of \$2.1m, down from \$2.75m** at the end of the previous quarter (31 December 2017)
- One-off impacts of transaction charges (Causely Acquisition), large scale deployments delivered in Q2 and seasonal impact of short trading period across Christmas holiday season

## Cost Management

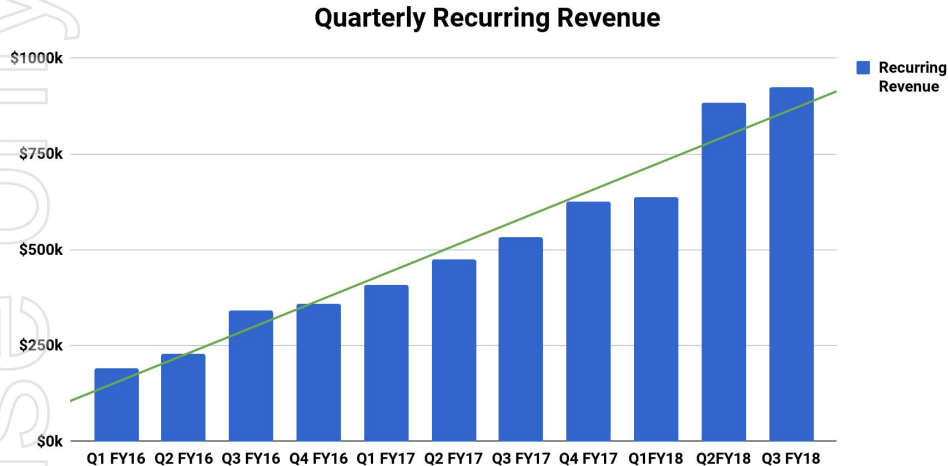
- Skyfii maintains tight cost control measures and is steering the company towards a breakeven on EBITDA level

# Total Operating Revenue



- Total operating revenues at A\$1.54m for Q3 FY18, down 14% from the prior quarter - includes the first time consolidation of the Causely acquisition during the quarter.
- Revenue from Services totalled A\$561k, up 603% on the previous quarter.
- Total operating revenues marginally down on prior quarter, resulting from significant one-off deployment charges in Q2.

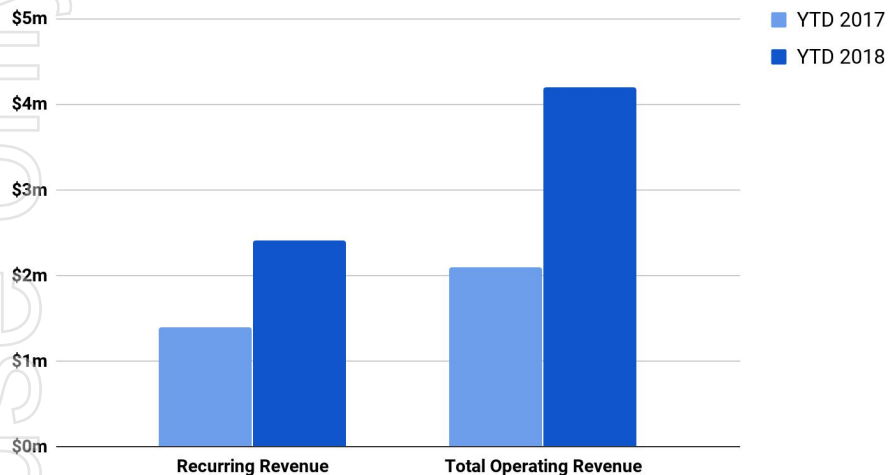
# Quarterly Recurring Revenues



- Recurring revenues of A\$925k for Q3 FY18, increase of 5% quarter on quarter; on the back of new contract wins (up 74% when compared to Q3 FY17).
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO' data analytics platform.
- Recurring revenues are typically contracted on 3-5 year terms.

# 9 Months, Year to Date (YTD) 2018

9 Months Year to Date (YTD) FY17 v FY18



The underlying performance of the business and growth trajectory remain very strong. When comparing year to date FY18 with the same 9 month period in FY17, Skyfii has delivered strong performance including:

- Total Operating Revenues \$4.2m YTD FY18 versus \$2.1m YTD FY17, up 99%.
- Recurring Revenues \$2.4m YTD FY18 versus \$1.4m YTD FY17, up 73%.



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CAUSELY ACQUISITION

# Causely: Progress Update



- Causely is a US-based marketing services business, servicing an existing portfolio of 1,850 revenues generating small and medium-sized Enterprise customers (SME).
- Causely business was acquired Feb-18, with first time contribution from Causely acquisition completed in Q3 FY2018.
- Service revenues generated from Causely business were ahead of forecast.
- First time contribution from Causely acquisition, which is part of North America expansion.

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DATA PRIVACY



# Data Privacy

Skyfii treats the collection, storage and privacy of data with the utmost importance. Below are three areas surrounding data privacy, which I would like to update our shareholders on:

- Skyfii's privacy policy continues to adhere to and comply to global privacy regulations and standards, across all its jurisdictions.
- To protect the sovereignty of data, Skyfii ensures that data is hosted in Amazon Web Services (AWS) in their respective region and abides by the laws of the country it resides.

## **General Data Protection Regulation (GDPR)**

- GDPR is the new legislation to be introduced in the European Union that will strengthen and unify data protection for individuals



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STRONG OUTLOOK



# Outlook and Full Year Forecast

Skyfii maintains a strong outlook for the coming quarter and beyond into FY2019. The company expects to deliver in excess of \$6m in revenue for the full financial year FY2018 and make substantial progress towards achieving its objective of an EBITDA breakeven position.

Focus for Q4 FY2018:

- Continued management of cash flow and operations costs, with a strong focus on cash position
- Contract conversion and continued sales pipeline growth, particularly in the UK, EMEA, North America and Australia
- Growth of Data consulting and Marketing services revenues, which underpin Skyfii's IO platform sales
- Conversion of new SME contracts and the Causely customer pipeline



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