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# SEPTEMBER QUARTERLY

Q1 FY2019 // Investor Presentation



skyfii

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## COMPANY OVERVIEW

# Company Overview

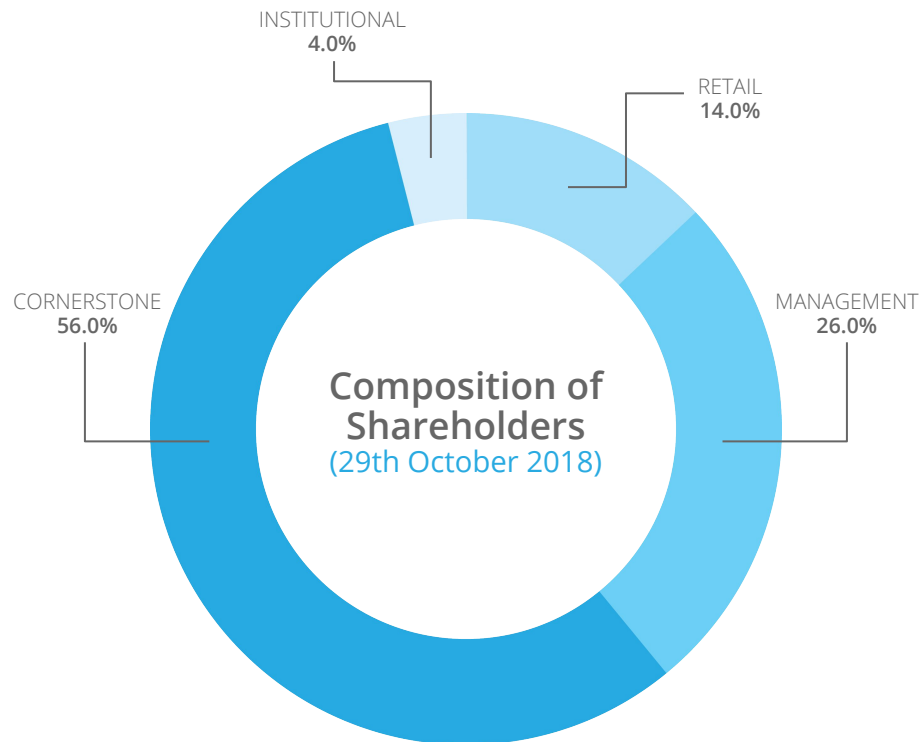
## KEY MARKET STATISTICS

ASX code	SKF
Share price (29th October 2018)	A\$0.18
Market capitalisation (29th October 2018)	<b>A\$54.58 million</b>
Total shares outstanding	303.2 million
Cash balance 30th September 2018*	<b>A\$1.10 million</b>

## KEY SHAREHOLDINGS

	Shares Held (Rounded)
White Family	33,528,491
Socialbon Inc	25,000,000
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jan Cameron	18,053,011

\* Cash at bank of \$1.1m at end of Q1 FY2019 (30 September 2018), down from \$1.47m at the end of the previous quarter (30 June 2018), a result of upfront costs in delivering multiple Australian infrastructure deployments. R&D grants of \$850k expected to be received in current quarter.



• Tightly held – Top 20 shareholders hold ~74%



## FOUNDATION DATA LAYER

+21.1m unique registered users / +238m visits analysed

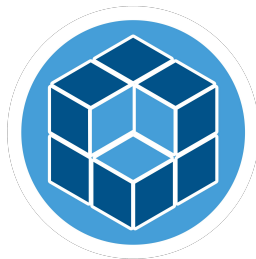
IO Platform



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

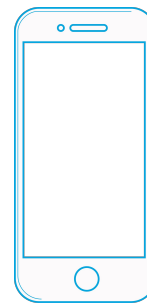
Connect (data collection)  
Insight (data analytics)  
Engage (marketing tools)

Data Consulting Services (DCS)



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

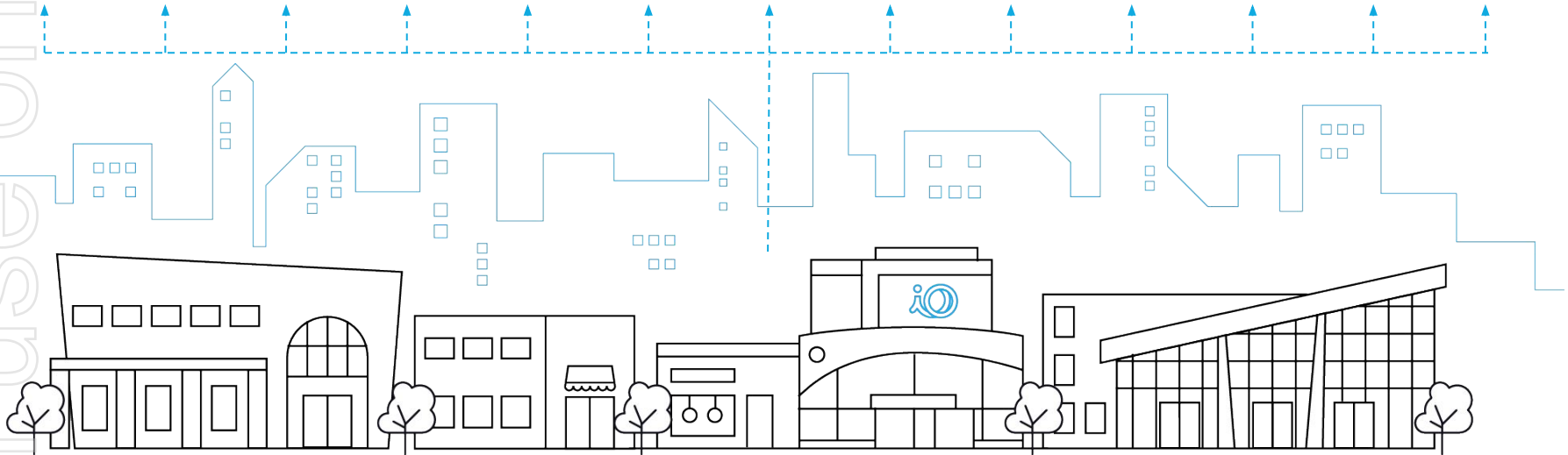
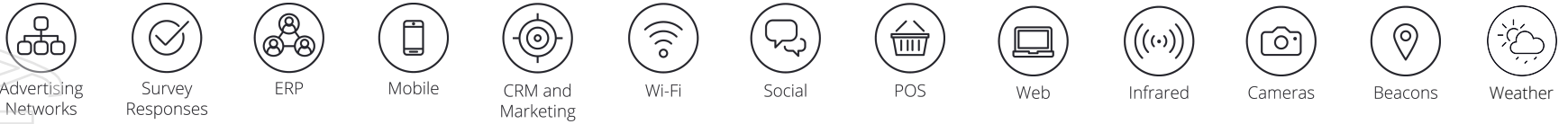
Marketing Services (MS)



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

# Data Sources

Skyfii IO supports data collection from a growing number of sources. It gives venues the ability to build a holistic view of the visitor experience and the factors that influence it.





# Client Snapshot



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## OPERATING HIGHLIGHTS



# Operating Highlights

## Q1 FY2019

- Marquee QSR\* client Nando's extends agreement to a total of 520 venues
- Total registered user base **up 12.7%** on previous quarter reaching **21.1 million unique users** (growth of 80% when compared to Q1 FY2018)
- 500 new venues deployed in Q1 FY2019, taking total number of venues deployed to 5000
- Significant new contract wins during and post quarter in the Australian, European and Brazilian markets
- A total of 5 new hires in the key functions of sales, marketing and engineering, bringing our total headcount globally to 40
- Signed a number of new channel partners in the US and EMEA region bringing our channel partner network total to 113 partners globally

# Material New Contracts

Strong deal activity in the Australian and Brazilian markets

## DURING THE QUARTER // Q1 FY2019



- Three-year term
- 400 global restaurants
- IO Connect & IO Insight



- One-year renewal
- Addition of Bondi Junction
- IO Connect & IO Insight



- Three-year term
- 31 retail venues
- Full suite of IO Platform

### THE KOOPLES PARIS

- Three-year term
- 100 retail venues
- IO Connect

### DASA-GROUP

- Three-year contract
- Initial 92 medical centres
- Full suite of IO Platform

## DURING & POST QUARTER



### Habib's 360 Restaurant Deployment

Continuing to cement its position in the QSR vertical, Skyfii signed a three-year contract with Habib's restaurant chain in Brazil. The agreement provisions a total deployment of 360 Habib's venues with 'IO Connect' and 'IO Insight'.



# Appointed Non-Executive Directors



Jon Adgemis

- Jon Adgemis is the Managing Director of Mergers & Acquisitions at KPMG.
- Jon will assist Skyfii as it grows and expands its operations globally and builds on its strong top line sales growth trajectory.

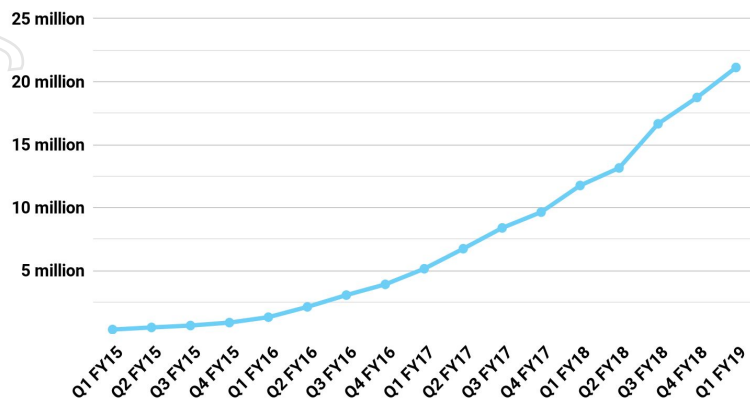


Sue O'Malley

- Sue O'Malley is a former Westfield/Scentre Group executive having held various senior managerial roles.
- Sue will support Skyfii's push into the retail property sector both domestically and internationally.

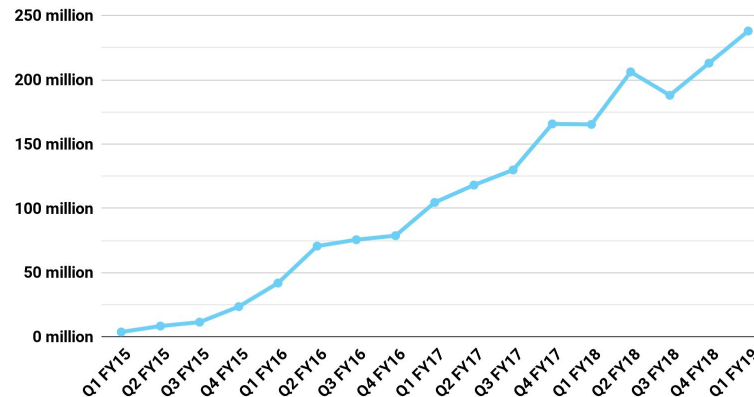
# Key User Operating Metrics

## TOTAL USER REGISTRATIONS



Total registered user base increased by **+12.7% qoq** from **18.7 million** to **21.1 million** unique users.

## QUARTERLY CUSTOMER VISITS



Quarterly customer visits increased by **11.7% qoq** from **213 million** to **238 million**.

## FINANCIAL HIGHLIGHTS





## Revenue Definitions



### RECURRING REVENUES

are generated from ongoing subscription fees for access to Skyfii's SaaS 'IO' 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.

# Financial Highlights

## QUARTERLY HIGHLIGHTS

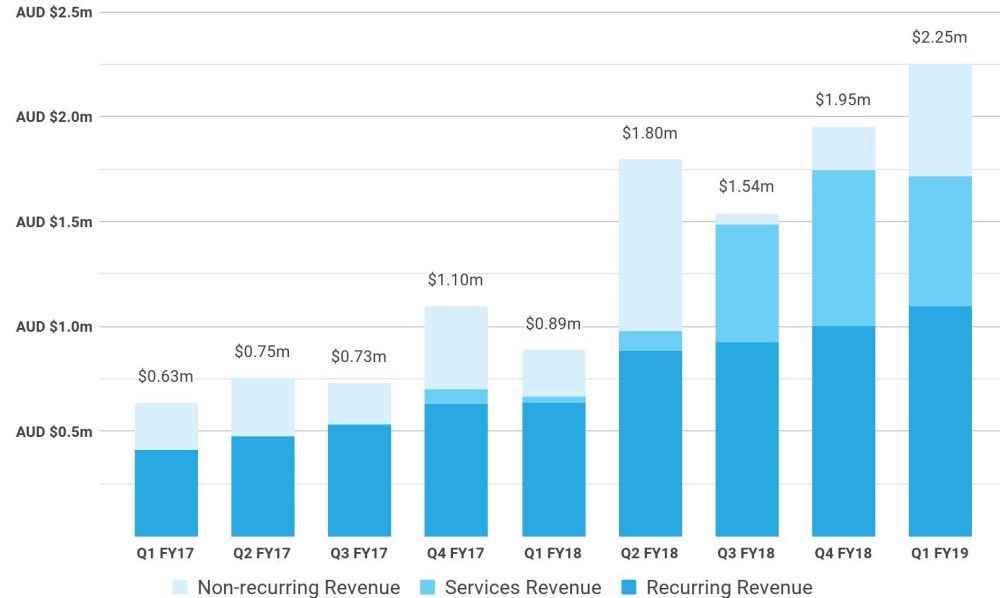
- Total Operating Revenues for **Q1 FY2019 were \$2.25 million, up 15%** on the previous quarter
  - Recurring Revenues for **Q1 FY2019 were \$1.1m, up 10%** on the previous quarter (**up 73% compared to Q1 FY2018**)
  - Services Revenues (DCS & MS) in **Q1 FY2019 of \$638k, down 14%** on the previous quarter
- 

## CASH POSITION & COSTS MANAGEMENT

- The Company maintained a **cash position of \$1.1m, down from \$1.47m** at the end of the previous quarter (30 June 2018), a result of increased infrastructure deployments in Australia
- The Company expects to receive \$850k in R&D grants due in the current quarter
- The Company does not require any further capital raising to support daily operations

# Total Operating Revenue

## TOTAL OPERATING REVENUE

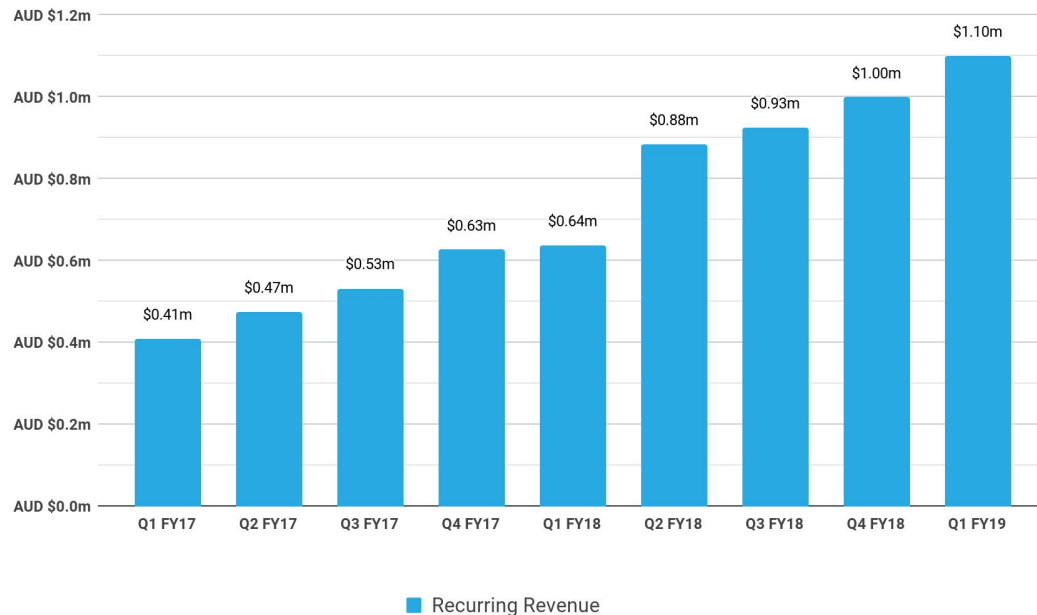


- Total Operating Revenues at **A\$2.25m for Q1 FY2019**, up **15%** from the prior quarter
- Non-Recurring Revenues for the quarter of \$520k, up 157% on the previous quarter, representing the deployment of hardware and infrastructure, implementations and upfront set up fees, which underpin recurring revenues



# Quarterly Recurring Revenue

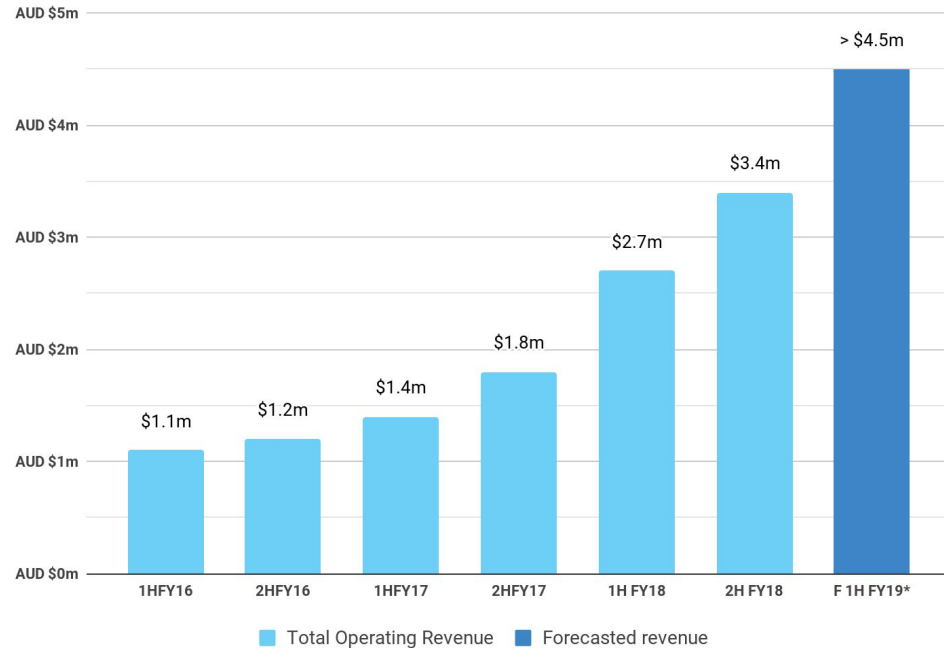
## QUARTERLY RECURRING REVENUE



- Recurring Revenues of A\$1.1m for Q1 FY2019, an increase of 10% quarter on quarter; another key milestone delivered by the Company
- Recurring Revenues are typically contracted on 3-5 year contract terms

# 1H FY2019 Forecast

## HALF YEAR REVENUE



- Total Operating Revenue is forecasted to exceed \$4.5m in 1H FY2019 (July to December 2018)
- Forecast represents >28% growth on previous half year and >68% growth on 1H FY2018
- The Company remains focused on managing its operating costs while delivering continued growth

\* Forecasted revenue



## FY2019 OUTLOOK



## Outlook

### KEY FOCUS AREAS FOR FY2019

- Continued growth in both Total Operating Revenues and Recurring Revenues
- Strong contract conversion within the ANZ retail vertical
- Continued growth within the Americas and EMEA regions
- Investment in our operating model across domestic and international markets
- Prudent management of cash flow and operating costs and a continued focus on a positive EBITDA

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