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# Annual General Meeting 2018 CEO Presentation

29 November 2018

ASX: SKF | [www.skyfii.io](http://www.skyfii.io)



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COMPANY OVERVIEW	4
MARKET OPPORTUNITY	10
OPERATING HIGHLIGHTS	13
FINANCIAL HIGHLIGHTS	16
STRATEGY & OUTLOOK	21

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## COMPANY OVERVIEW

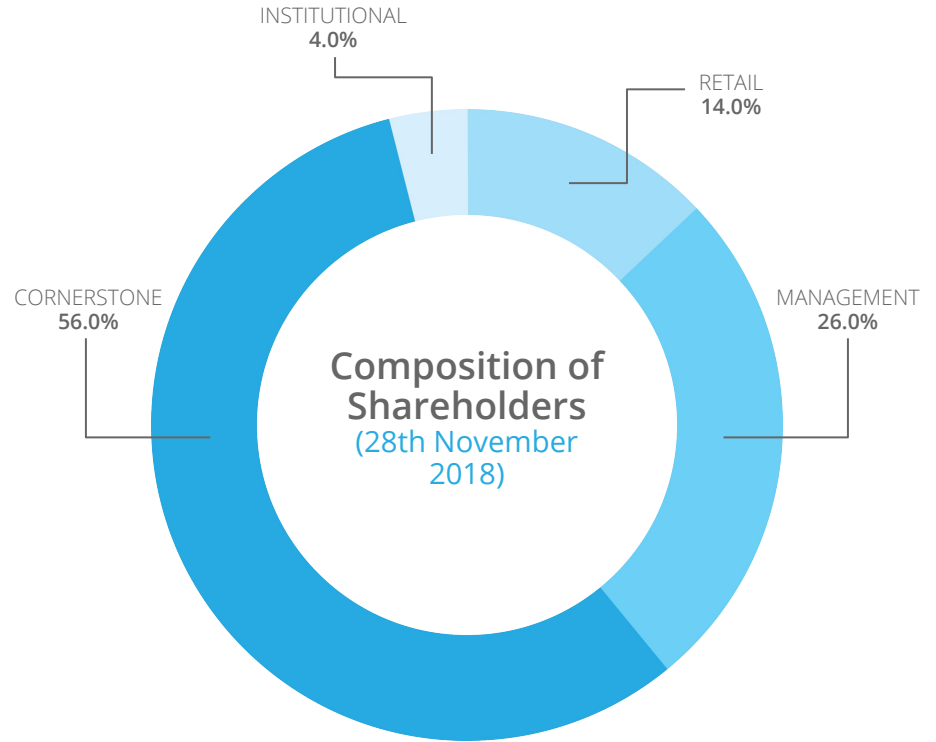
# Company Overview

## KEY MARKET STATISTICS

ASX code	SKF
Share price (28th November 2018)	A\$0.145
Share price 52 week range	A\$0.072 to A\$0.23
Market capitalisation (28th November 2018)	<b>A\$39.65 million</b>
Total shares outstanding	301.4 million
Cash balance 30th September 2018	<b>A\$1.10 million</b>
<small>(\$851k R&amp;D cash tax rebate received post quarter end on 21 November)</small>	

## 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



• Tightly held – Top 20 shareholders hold ~74%



## 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.



## FOUNDATION DATA LAYER

+18.7m unique registered users / +213m visits analysed

IO Platform



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

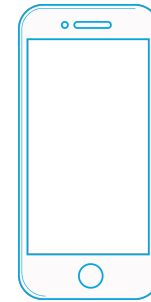
- IO Connect (data collection)
- IO Insight (data analytics)
- IO Engage (marketing tools)

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.



Advertising Networks



Survey Responses



ERP



Mobile



CRM and Marketing



Wi-Fi



Social



POS



Web



Infrared



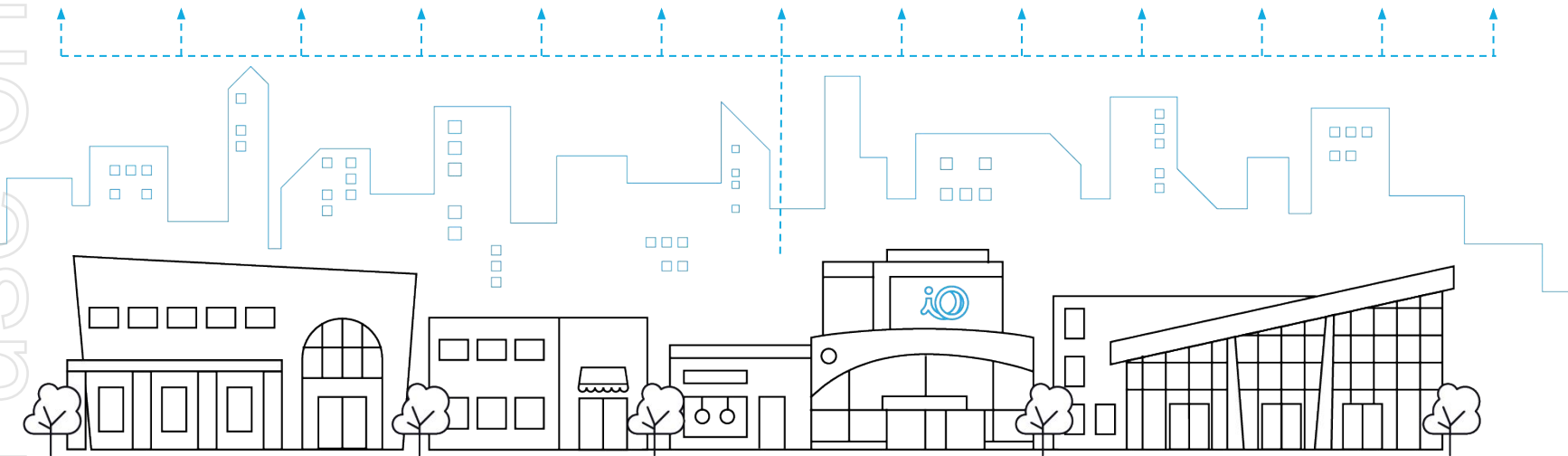
Cameras



Beacons



Weather





# Client Snapshot



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## MARKET OPPORTUNITY

# Diversified Product & Service Offering with Global Application

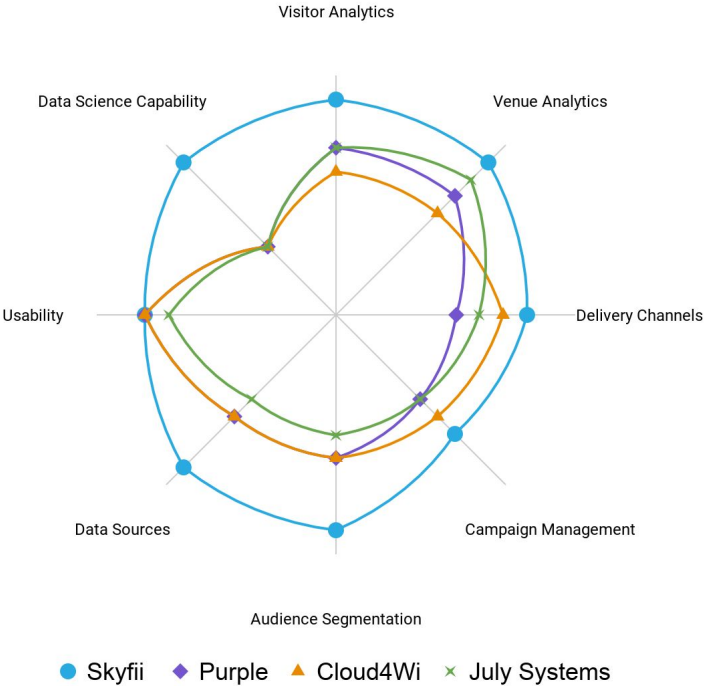
<b>USA</b>	<b>Brazil</b>	<b>South Africa</b>	<b>UK &amp; Europe</b>	<b>ANZ</b>
114,893 Malls	538 Malls	1,800 Malls	9,425 Malls	1,600 Malls
6.2m Retail Outlets	600,000 Retail Outlets	25,000 Retail Outlets	1.6 m Retail Outlets	33,000 Retail Outlets
4,352 Universities	195 Universities	120 Universities	4000 Universities	197 Universities
1,500 Casinos	2 Casinos	38 Casinos	1,150 Casinos	20 Casinos
378 Airports	288 Airports	90 Airports	281 Airports	45 Airports
2,400 Cultural Centres	3,474 Cultural Centres	300 Cultural Centres	5966 Cultural Centres	1,000 Cultural Centres
38,477 Gyms	34,509 Gyms	230 Gyms	59,055 Gyms	4,371 Gyms
5,534 Hospitals	7,800 Hospitals	5,083 Hospitals	15,000 Hospitals	1551 Hospitals



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# Competitive Landscape

## LOCATION ANALYTICS AND MARKETING PLATFORMS



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

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## OPERATING HIGHLIGHTS

# Operating Highlights (FY2018)

**772.5m**

visits analysed in  
FY2018

**\$1.25m**

in OPEX reductions

**GDPR**

Compliant  
(25th May 2018)

International growth  
through acquisition of



**68%**

growth in recurring  
revenues YoY

**92%**

growth in Total Operating  
Revenues of \$6.17m

**18.7m**

registered users  
by end of FY2018

# Major Contract Wins (FY2018)



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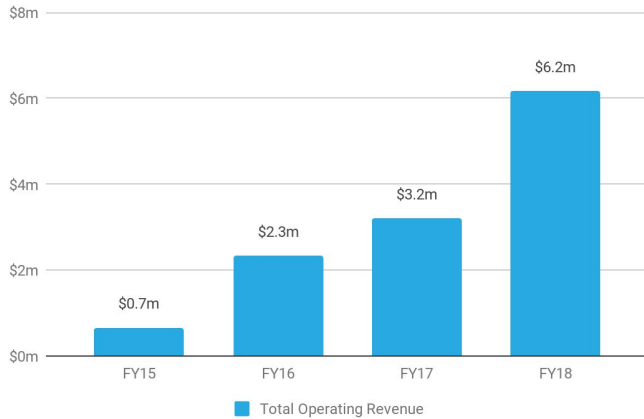
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## FINANCIAL HIGHLIGHTS

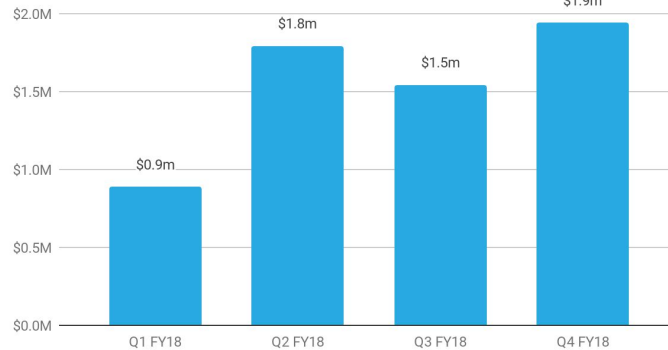


# FY2018 Financial Highlights

## YEARLY TOTAL OPERATING REVENUE



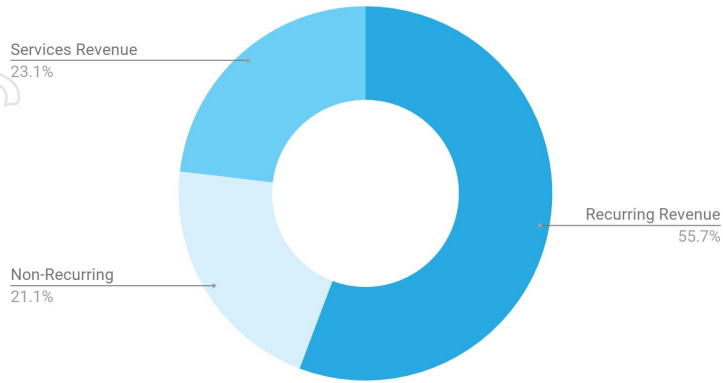
## QUARTERLY FY18 TOTAL OPERATING REVENUE



- Total Operating Revenue FY2018 \$6.2m v FY2017 \$3.2m, 92% growth year on year
- Gross Margin FY2018 68% v FY2017 58%
- EBITDA FY2018 +\$0.067m v FY2017 -\$3.75m, Skyfii's maiden positive EBITDA result, ~\$3.8m improvement year on year
- Net Profit FY2018 -\$2.0m v FY2017 -\$4.9m, ~\$2.9m improvement year on year
- Cash at Bank FY2018 \$1.46m v FY2017 \$2.28m

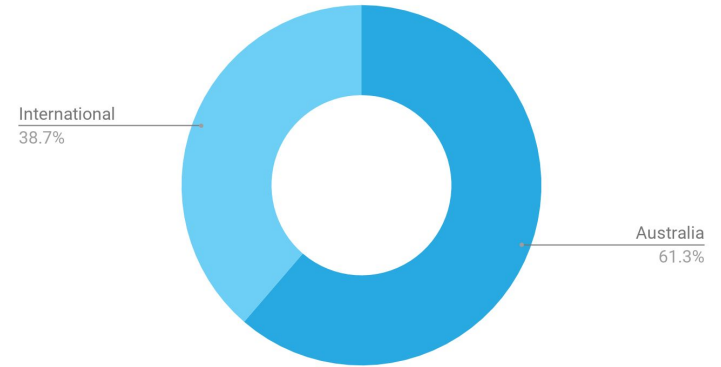
# FY2018 Financial Highlights

## DIVERSIFIED REVENUE



- Strong growth in Recurring Revenue, up 68% YoY
- All revenue generating activities underpin the sell-through of the Skyfii IO platform

## DOMESTIC v INTERNATIONAL



- Increase in revenues generated from international operations (38.7%)
- Successful deployment of resources in international operations that delivered growth

# Recurring Revenue

## QUARTERLY RECURRING REVENUE

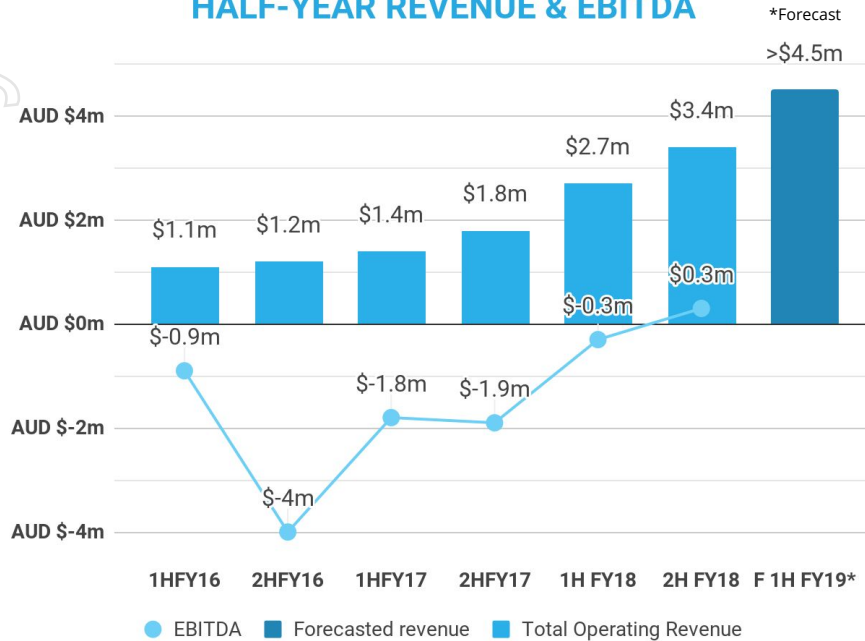


## FY2018 Financial Highlights

- Recurring Revenue FY2018 \$3.4m v FY2017 \$2.0m, 68% growth year on year
- Typically contracted on 3-5 year terms
- Zero churn of customers across FY2018
- Strong foundation of Recurring Revenue as we proceed into FY2019

# Financial Outlook

## HALF-YEAR REVENUE & EBITDA



(EBITDA - Earnings before interest, tax, depreciation & amortisation)

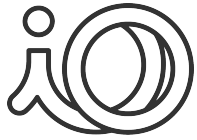
- Total Operating Revenue is forecasted to exceed \$4.5m in 1H FY2019 (July to December 2019)
- Forecast represents >28% growth on previous half year and >68% growth on 1H FY2018
- Forecasted Recurring Revenue 1HFY2019 trending positively, at 20% compared to 2HFY2018.
- Current cash at bank and revenue 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.

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## STRATEGY & OUTLOOK

# Key Focus Areas for FY2019 and Beyond

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Innovation and expansion of our global Platform



Increase share of wallet from existing customer base



Increase new customer subscriptions to the IO Platform



Expand our services offering into international operations



Accelerate organic growth through acquisition

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**“As a proven global SaaS (subscription-as-a-service) company, Skyfii understands the importance of a diversified product & service offering to meet the needs of our growing customer base. ”**

# To Become the Global Market Leader

## #1 GLOBAL PROVIDER

Become the global leader in data analytics & marketing services in physical environment  
Largest provider by revenue and market capitalisation globally

## ENHANCE SHAREHOLDER RETURN

Consolidate market leading position  
Extend data source aggregation  
Cash flow breakeven

## DIVERSIFIED PRODUCT AND SERVICE OFFERING

Harvest revenue pipeline from ANZ & international operations  
Continued topline and recurring revenue growth  
Maintain full year positive EBITDA margin

## ACCELERATE REVENUE GROWTH

Accelerate revenue growth through strong market position with global channel partners & clients direct  
Deliver pathway to EBITDA breakeven

## 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

## ESTABLISH AN INTERNATIONAL PLATFORM

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



FY2016



FY2017



FY2018



FY2019



FY2020



FY2021

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