

Internal use only



Annual General Meeting 2018 CEO Presentation

29 November 2018

ASX: SKF | www.skyfii.io



Important Notice and Disclaimer

This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (Skyfii or the Company). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation may contain information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements, as are statements regarding the Company's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause actual results to differ materially from those expressed or implied in such statements.

The Company cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that the Company's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and the Company assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

All references to dollars are to Australian currency unless otherwise stated.

To the maximum extent permitted by law, the Company makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, the Company shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.

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

Internal use only

COMPANY OVERVIEW

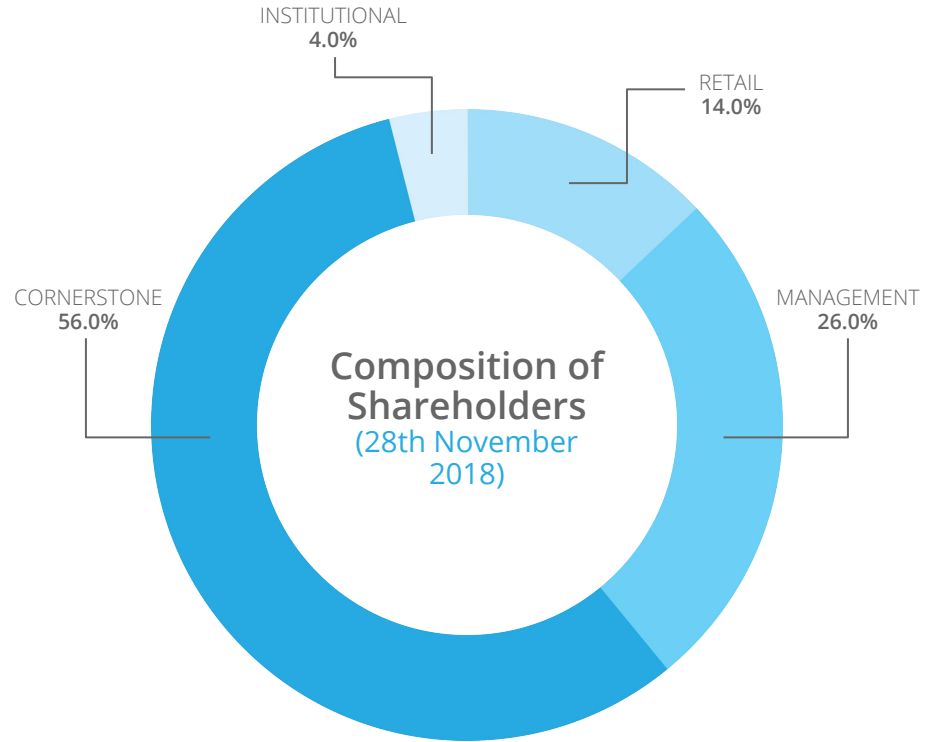
Company Overview

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)	A\$39.65 million
Total shares outstanding	301.4 million
Cash balance 30th September 2018	A\$1.10 million
<small>(\$851k R&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)

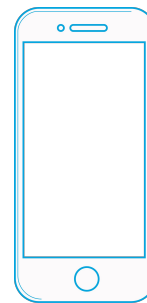
- IO Connect (data collection)
- IO Insight (data analytics)
- IO Engage (marketing tools)

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



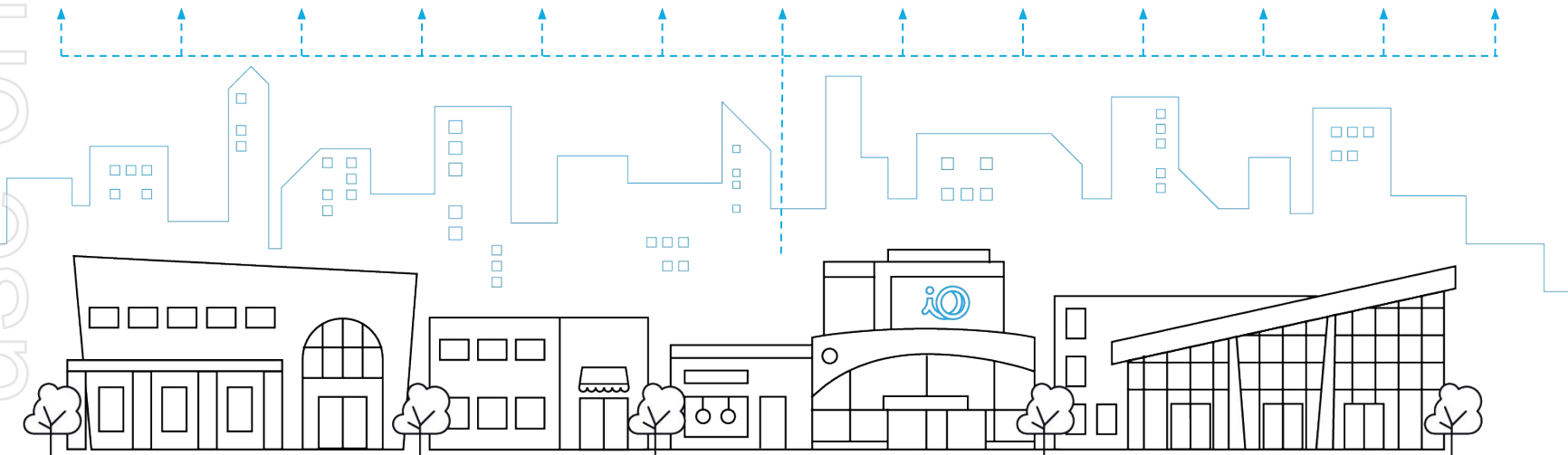
Cameras



Beacons



Weather



Client Snapshot



Internal use only

MARKET OPPORTUNITY

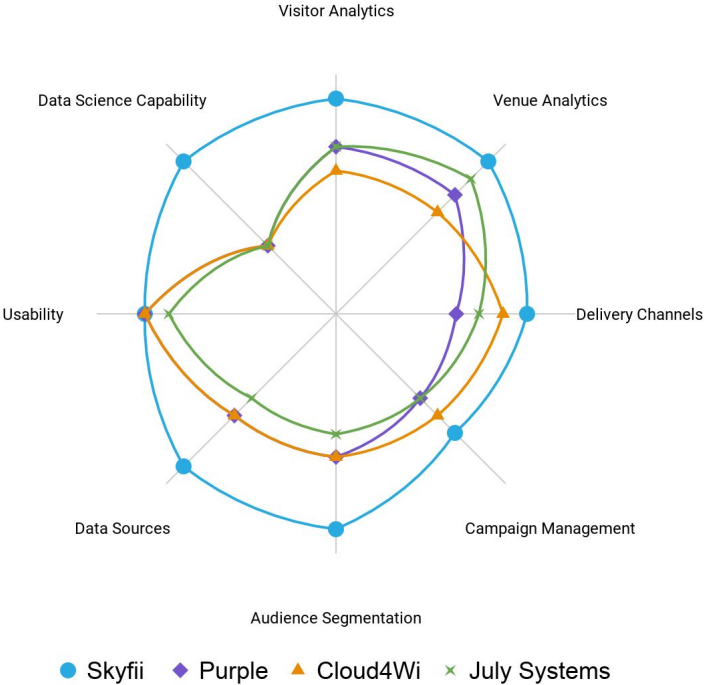
Diversified Product & Service Offering with Global Application

USA	Brazil	South Africa	UK & Europe	ANZ
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



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.

Internal use only

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

 **wicoms**

and

 **Causely**TM

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)



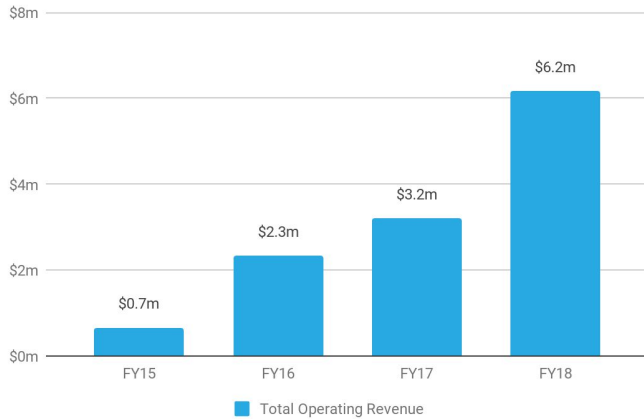
Internal use only

Internal use only

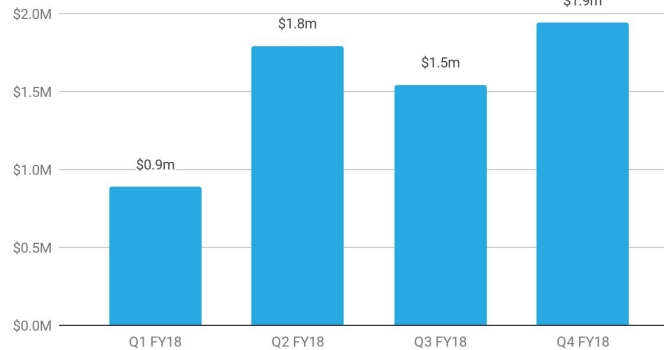
FINANCIAL HIGHLIGHTS

FY2018 Financial Highlights

YEARLY TOTAL OPERATING REVENUE



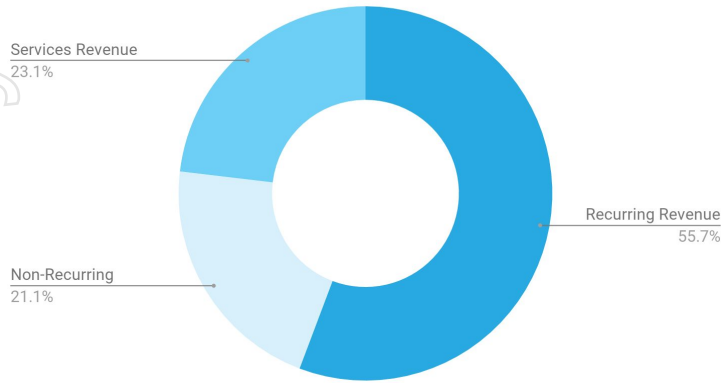
QUARTERLY FY18 TOTAL OPERATING REVENUE



- 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

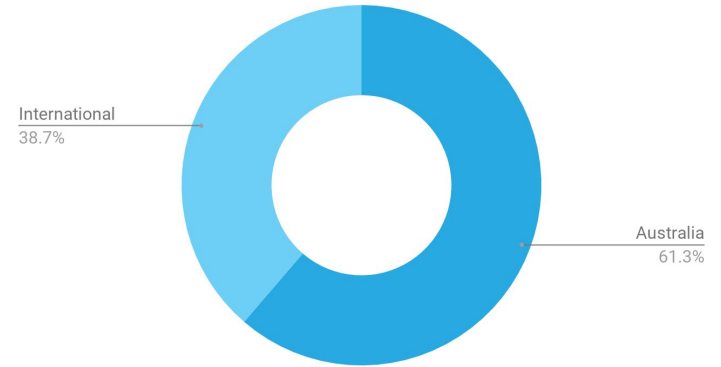
FY2018 Financial Highlights

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

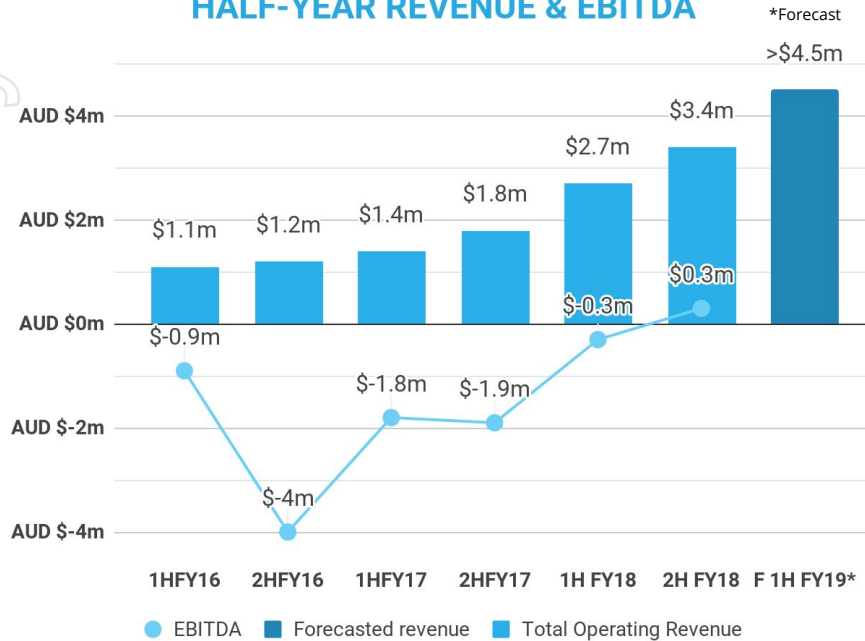


FY2018 Financial Highlights

- 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



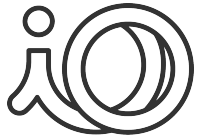
(EBITDA - Earnings before interest, tax, depreciation & amortisation)

- 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.

Internal use only

STRATEGY & OUTLOOK

Key Focus Areas for FY2019 and Beyond



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

“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

mal use only

skyfi 