

26th February 2019

## SKYFII PRESENTATION FOR EMERGENCE 2019 BY WHOLESALE INVESTOR

**SYDNEY, AUSTRALIA, 26th February, 2019** - Skyfii Limited (ASX:SKF) (Skyfii or the Company), a data analytics and marketing services company, is pleased to provide a copy of the presentation which is to be presented by Wayne Arthur, Chief Executive Officer; Skyfii, at Emergence Conference held in Brisbane on 25-26 February and in Sydney on 28 February and 1 March 2019.

###

### About Skyfii

Skyfii helps marketing, operations, and research teams measure, predict, and influence customer behavior across the physical and the digital world.

Thousands of shopping centers, airports, retailers, smart cities, universities, restaurants, and other venues, large and small, rely on Skyfii to improve venue performance and create better experiences for their visitors.

As the world's most trusted omnidata intelligence company, Skyfii analyzes billions data points each month from venues across five continents.

Skyfii's cloud-based software platform, called Skyfii IO, helps venues visualize trends from digital and physical data in a single system of record. Skyfii IO also provides location- and behavior-based communications software and tools to manage guest Wi-Fi across multiple locations.

Skyfii augments this technology with its Data & Marketing Services group: a team of data science and marketing consultants who can help clients quickly and effectively get more value from their data.

Bolstered by the stability and transparency that come from being a public company, Skyfii (ASX:SKF) aims to responsibly use technology to positively affect relationships between people and the places they visit.

Learn more at [skyfii.com](http://skyfii.com).

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## Wholesale Investor Emergence

28th February 2019

ASX: SKF

# OMNIDATA INTELLIGENCE

***Omnidata intelligence** is the practice of analysing multiple data sets to create a complete understanding of experiences across the physical and digital world.*

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## BUSINESS OVERVIEW

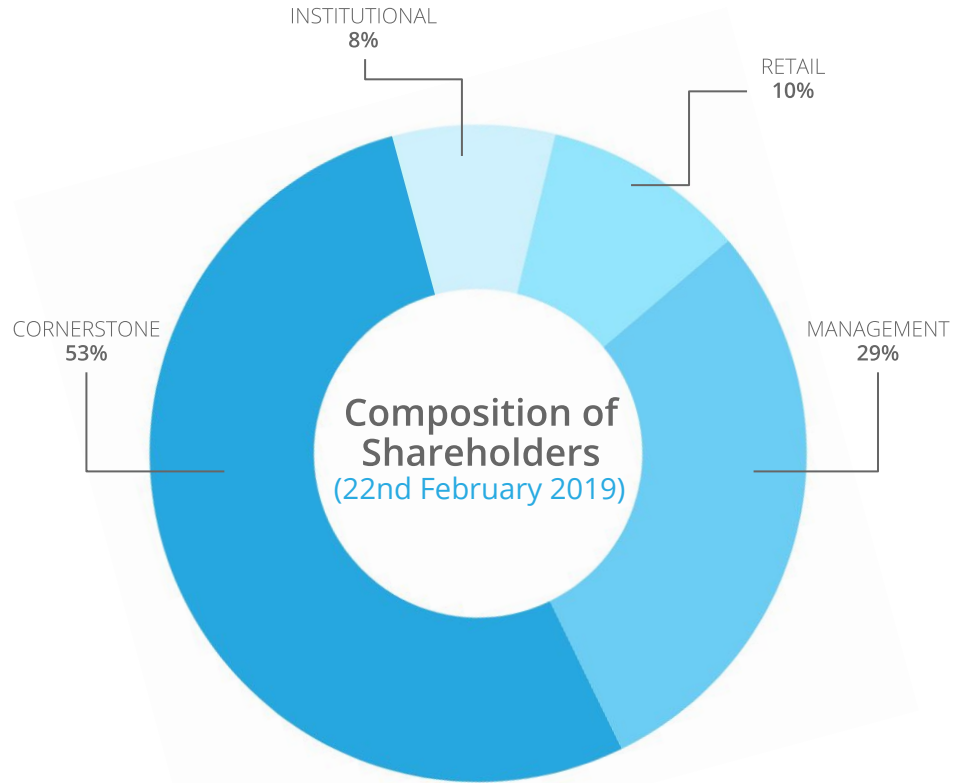
# Company Overview

## KEY MARKET STATISTICS

ASX code	SKF
Share price (22nd February 2019)	A\$0.145
Market capitalisation (6th February 2019)	<b>A\$48.0 million</b>
Total shares outstanding	331.0 million
Cash balance 31st December 2018*	<b>A\$1.44 million</b>

## KEY SHAREHOLDINGS

	Shares Held (Rounded)
Socialbon Inc	25,000,000
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jon Adgemis	20,949,956
Jan Cameron	18,053,011



• Tightly held – Top 20 shareholders hold ~64%

\* Cash at bank of \$1.44m at end of Q2 FY2019 (31 December 2018), up from \$1.1m at the end of the previous quarter (30 September 2018).

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# IO PLATFORM

**ioconnect**

▶ Data Collection

▶ Data Services

**ioinsight**

▶ Data Analytics

▶ Marketing Services

**ioengage**

▶ Marketing Tools



Internal use only

## IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight ▶ Data Analytics
- io engage ▶ Marketing Tools



Collect and consolidate multiple data-sources:

- Customer data capture
- Progressive profiling
- Custom user experience

Internal use only

# IO PLATFORM

- iOconnect** ▶ Data Collection
- iOinsight ▶ Data Analytics
- iO engage ▶ Marketing Tools



 | WIFI ANALYTICS



Internal use only

## IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight ▶ Data Analytics
- io engage ▶ Marketing Tools



 PEOPLE COUNTERS

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# IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight ▶ Data Analytics
- io engage ▶ Marketing Tools



 | 2D & 3D CAMERAS

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# IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight ▶ Data Analytics
- io engage ▶ Marketing Tools



 | POINT OF SALE

# IO PLATFORM

Final use only

- ioconnect** ▶ Data Collection
- ioinsight** ▶ Data Analytics
- ioengage** ▶ Marketing Tools

Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting



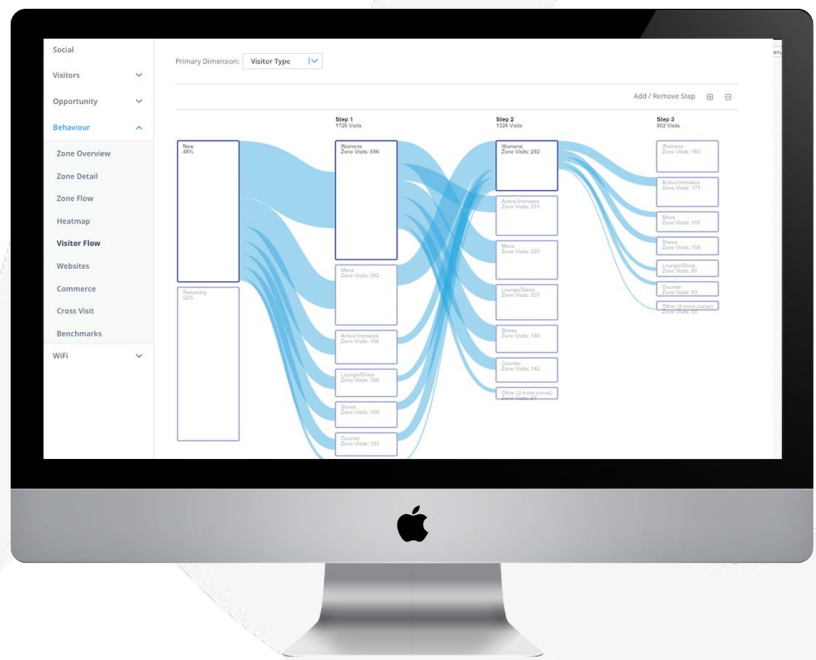
# IO PLATFORM

Internal use only

- ioconnect** ▶ Data Collection
- ioinsight** ▶ Data Analytics
- ioengage** ▶ Marketing Tools

Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting
- Visitor Flow

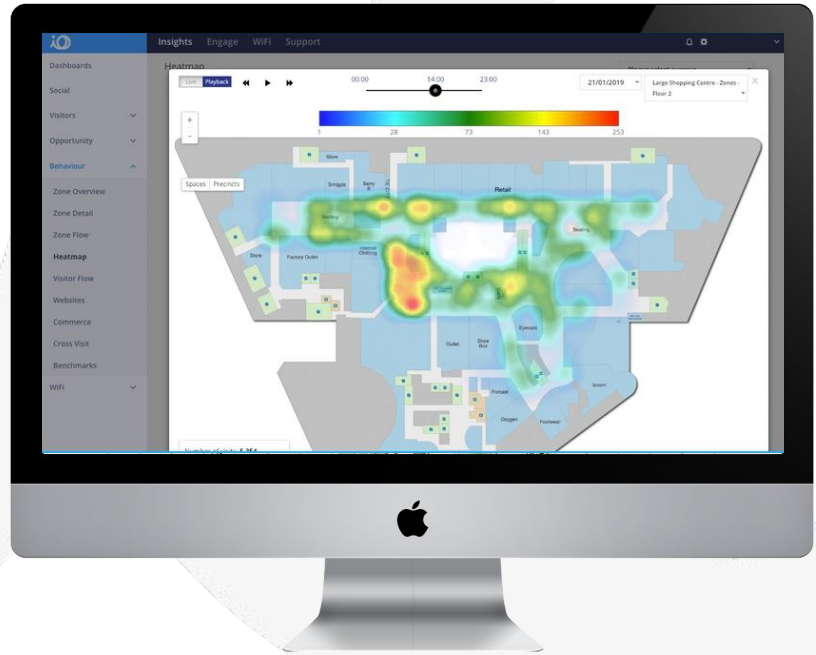


# IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight** ▶ Data Analytics
- ioengage** ▶ Marketing Tools




Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting
- Visitor Flow
- Heatmapping



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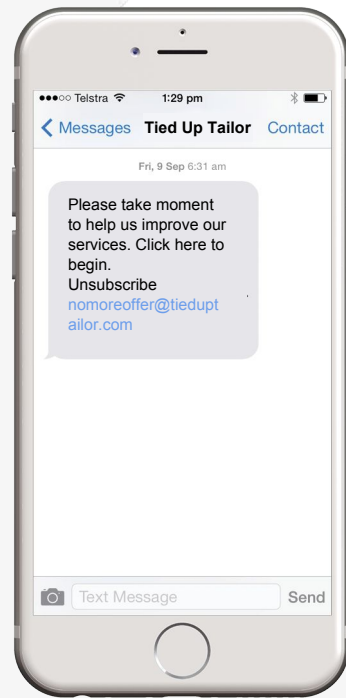
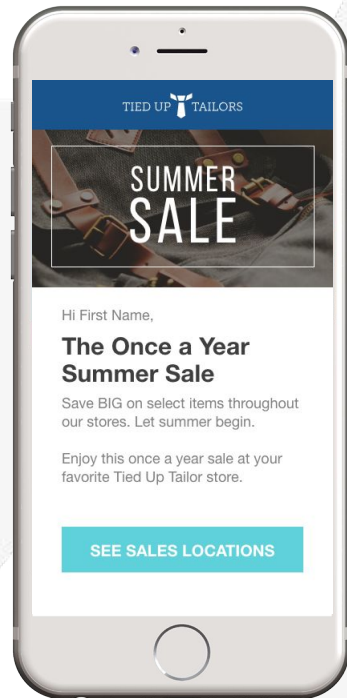
# IO PLATFORM

-  **connect** ▶ Data Collection
-  **insight** ▶ Data Analytics
-  **engage** ▶ Marketing tools

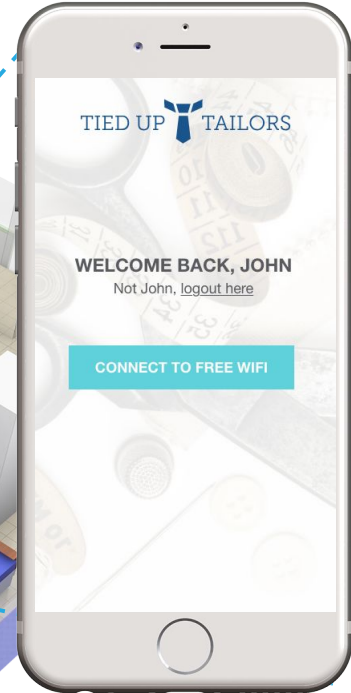
## An omnichannel data-driven marketing toolset.

Email, SMS and push notification:

- Proximity marketing



Personal use only





# IO PLATFORM

- ioconnect** ▶ Data Collection
- ioinsight** ▶ Data Analytics
- ioengage** ▶ Marketing Tools

- ▶ Data Services
- ▶ Marketing Services



- ▶ Data Services
- ▶ Marketing Services

## SERVICES

Delivering actionable research outcomes through the fusion of digital and behavioural data to empower data-driven marketing practices and strategy.



Consumer Research



Bespoke Automation



Shopper Sentiment



Marketing Optimisation

# BUILDING TRACK RECORD

usa only

## ESTABLISH AN INTERNATIONAL PLATFORM

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



FY2016

## 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



FY2017

## ACCELERATE REVENUE GROWTH

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

Deliver pathway to EBITDA breakeven



FY2018

## DIVERSIFIED PRODUCT AND SERVICE OFFERING

Harvest revenue pipeline from ANZ & international operations

Continued topline and recurring revenue growth

Maintain full year positive EBITDA

FY2019

## ENHANCE SHAREHOLDER RETURN

Consolidate market leading position

Extend data source aggregation

Cash flow breakeven

FY2020

## #1 GLOBAL PROVIDER

Become the global leader in data analytics & marketing services in physical environment

Largest provider by revenue and market capitalisation globally

FY2021

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## GROWTH STRATEGY

# ORGANIC

- ▶ Direct Sales Team
- ▶ Channel Partnerships
  - Managed Service Provider
  - Value Added Reseller
  - Tech Partners



# KEY CHANNEL PARTNERSHIPS

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(Cincinnati Bell)



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# STRATEGIC ACQUISITION

Highly Fragmented Industry

 **wicoms**\*

 **Causely**\*\*

\* Wicoms acquisition completed on 26 July 2017

\*\* Causely acquisition completed on 5 February 2018



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## CUSTOMER STORIES





# Improving Shopper Retention

Shopping Center | Melbourne, Australia



## APPROACH

- Segment shoppers by profile - Sale shoppers.
- Identify which customers returned during the 90 days.
- Analyze behavior during the event to understand which sales, offers and profiles correlated with ongoing retention.



## RESULTS

- The research insights informed a highly successful center event activation focused on high-retention retail offers.
- This event delivered an increase of market share within the targeted trade area and retail category.

# Measuring Student Attendance with WiFi Intelligence

University | Melbourne, Australia

## APPROACH

- Skyfii centralised data from student timetables, student WiFi registration records and WiFi behaviours through mobile device tracking.
- These datasets were correlated to observe which students were present for classes they were scheduled to attend.
- The reporting was validated through empirical testing, and automated for delivery through a custom dashboard in IO Labs.

## DELIVERED

- Automated attendance tracking, highlighting students with failed attendance.
- Subject level trend reporting, showing how different subjects perform for attendance over time.
- Predictive modelling to help identify behaviours associated with poor attendance, helping university teams intervene to prevent dropouts.



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## MARKET OPPORTUNITY

# Diversified Product & Service Offering with Global Application



Shopping Centers



Retail Outlets



Universities



Casinos



Airports



Gyms



Hospitals



Restaurants



# Enterprise Client Snapshot



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## FINANCIAL HIGHLIGHTS



## Revenue Definitions



### RECURRING REVENUES

are generated from ongoing subscription fees for access to Skyfii's SaaS 'IO' platform services of Connect, Insight & Engage .



### 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.

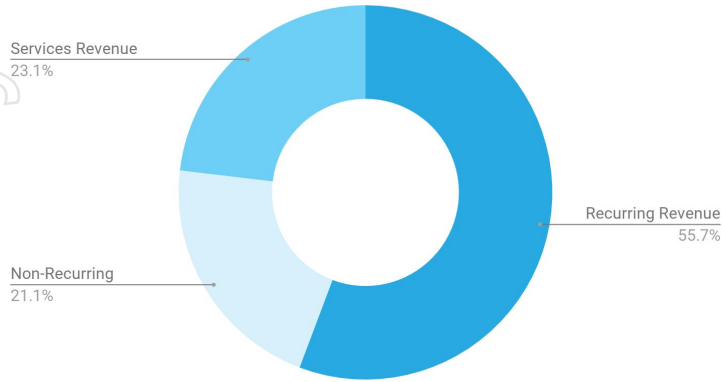


### NON-RECURRING REVENUES

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

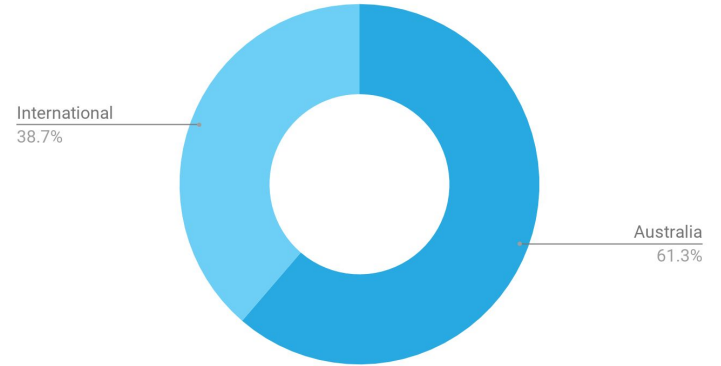
# FY2018 Financial Highlights

## 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

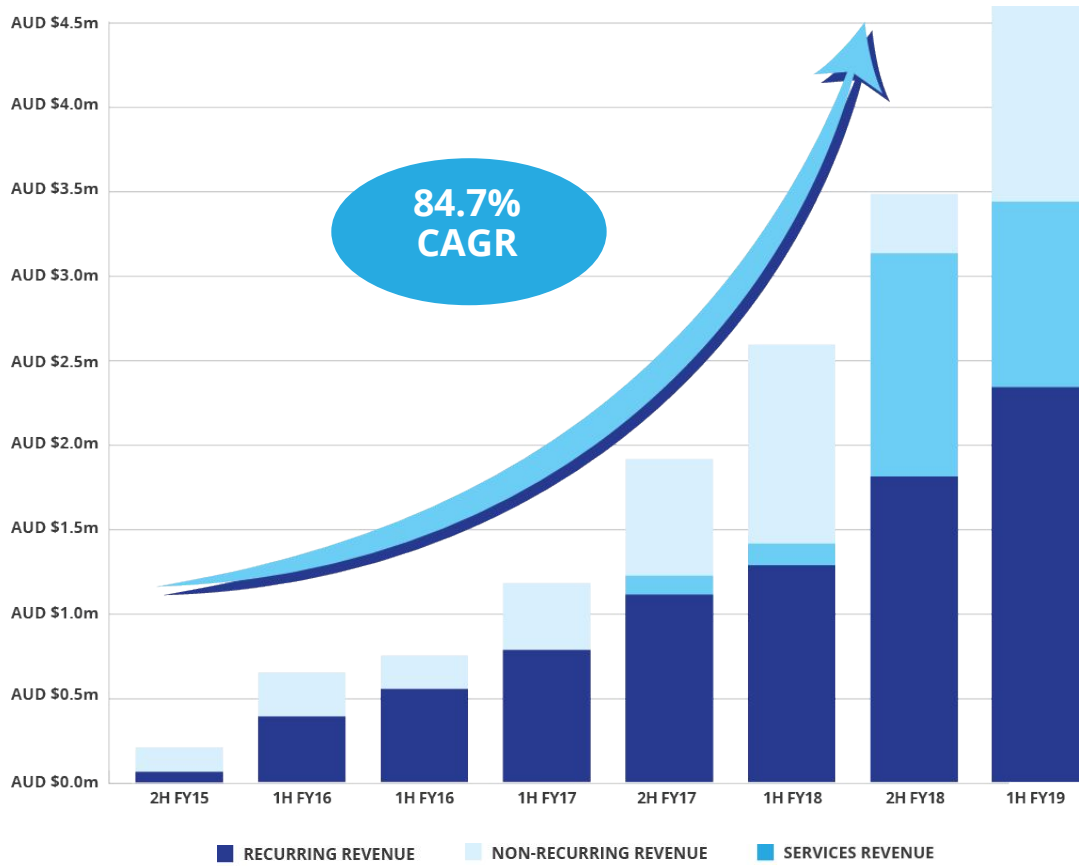


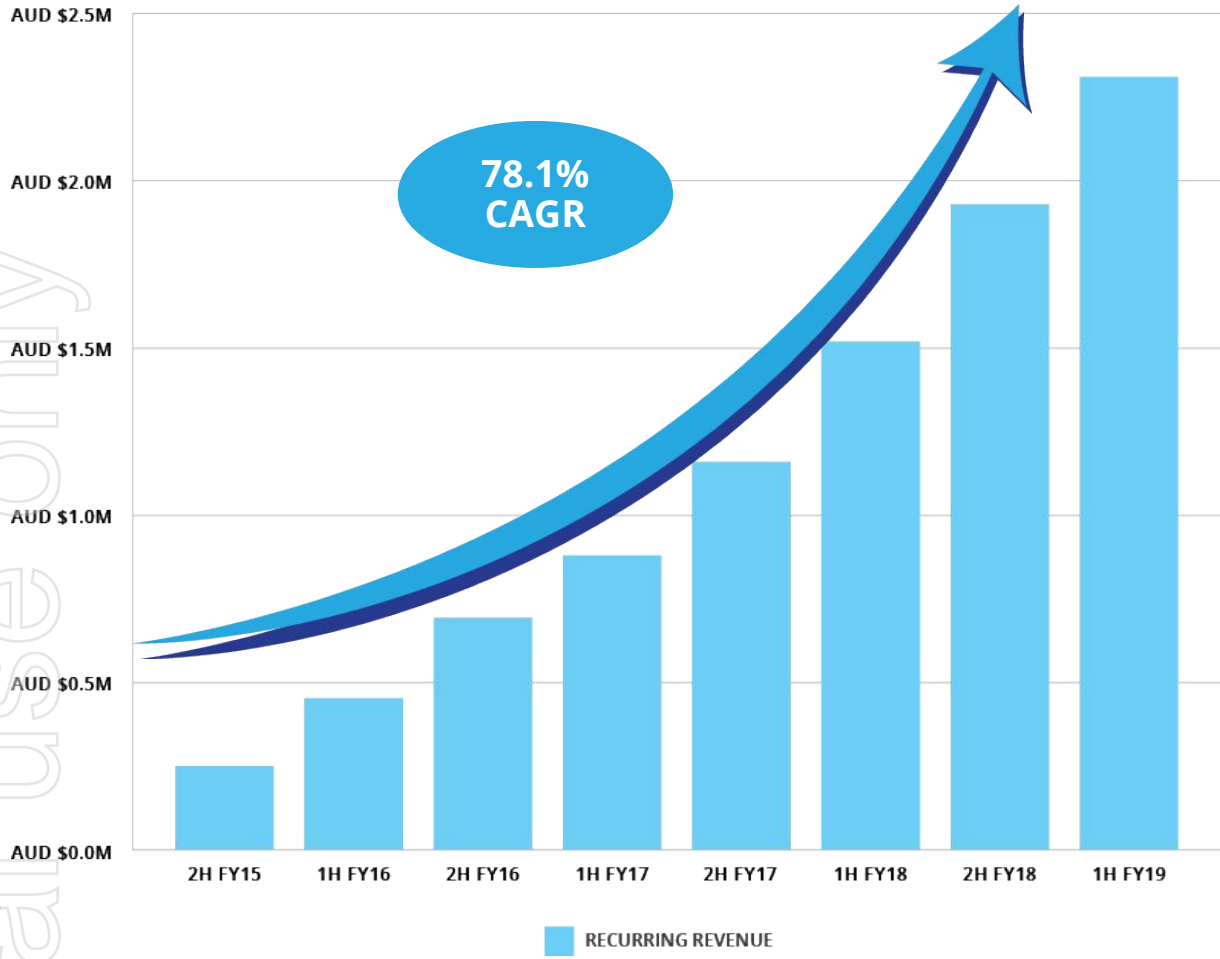
- Increase in revenues generated from international operations (38.7%)
- Successful deployment of resources in international operations that delivered growth



# Diversified Revenue Mix

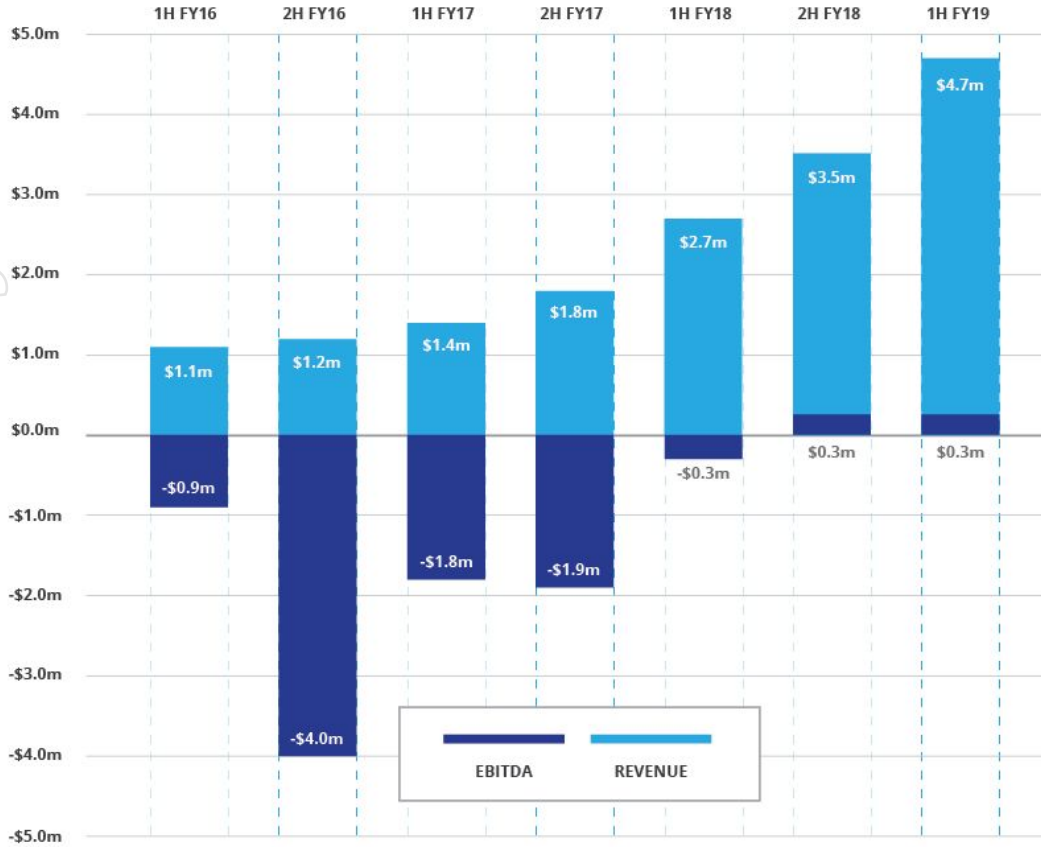
- Total Revenue 84.7% CAGR over 4 years: 2H2015-1H2019.





## Subscription Revenues

- Recurring Revenues are typically contracted on 3-5 year contract terms.
- Recurring Revenue 78.1% CAGR over 4 years: 2H FY15-1H FY19.



## Strong EBITDA Performance

- Targeting continued top line revenue growth.
- Stated strategy to maintain EBITDA positive FY2019.
- Continued investment into the operating model.

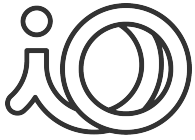
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OUTLOOK

# Operational Focus Areas

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1.



Innovation and expansion of our global IO Platform

2.



Increase share of wallet from existing customer base

3.



Increase new customer subscriptions to the IO Platform

4.



Expand our services offering into international operations

5.



Accelerate organic growth through acquisition

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