

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



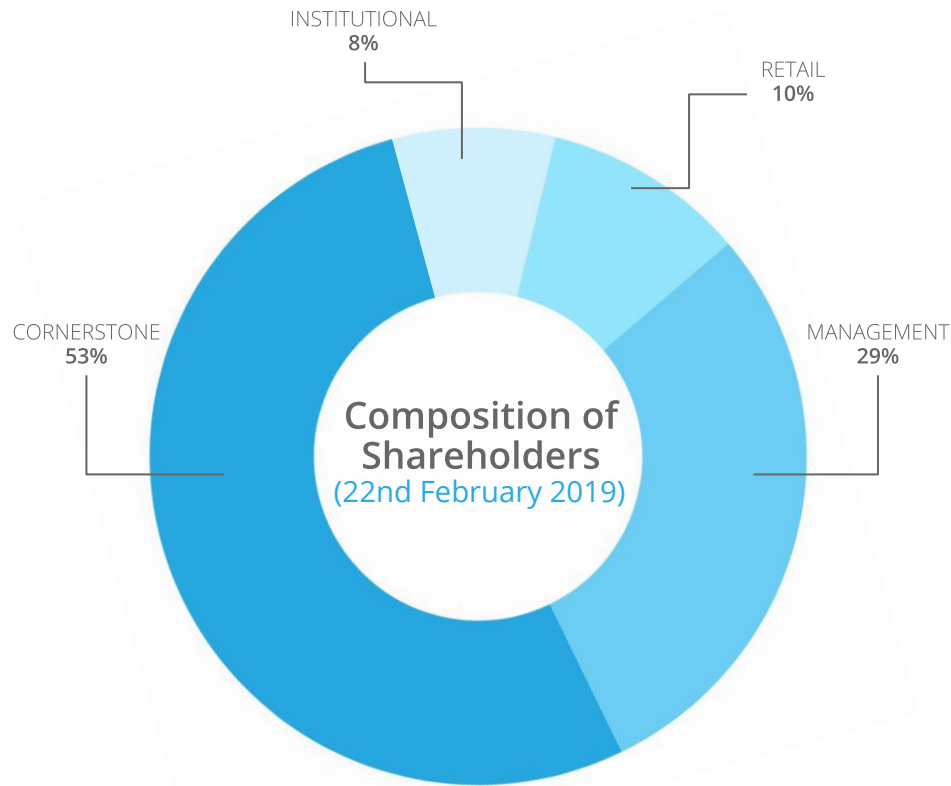
# Company Overview

## 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).

## IO PLATFORM

**ioconnect**

▶ Data Collection

▶ Data Services

**ioinsight**

▶ Data Analytics

▶ Marketing Services

**ioengage**

▶ Marketing Tools



## 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



## IO PLATFORM

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



WIFI ANALYTICS

## IO PLATFORM

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



PEOPLE COUNTERS

## IO PLATFORM

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



2D & 3D CAMERAS



## IO PLATFORM

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



POINT OF SALE

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# IO PLATFORM

-  Data Collection
-  Data Analytics
-  Marketing Tools

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

- Venue reporting



# IO PLATFORM



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

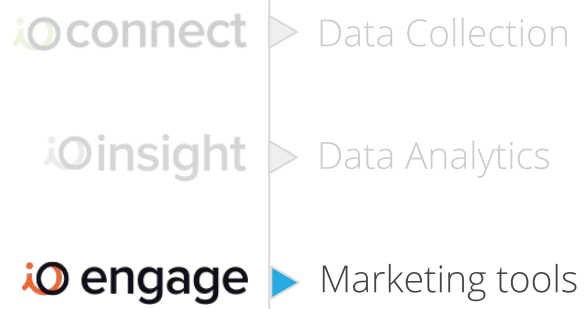
Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting
- Visitor Flow
- Heatmapping



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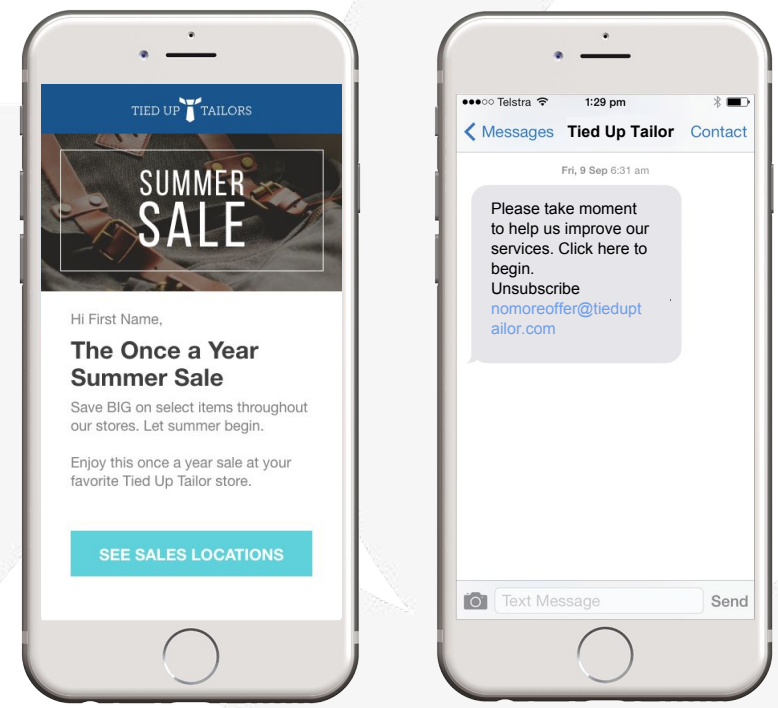
## IO PLATFORM



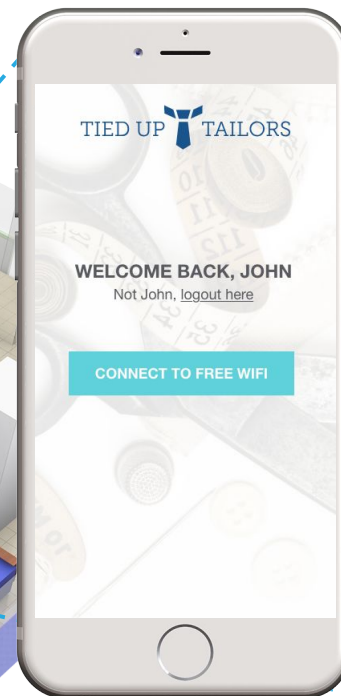
### An omnichannel data-driven marketing toolset.

Email, SMS and push notification:

- Proximity marketing



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## IO PLATFORM

**ioconnect**



Data Collection



Data Services

**ioinsight**



Data Analytics



Marketing Services

**ioengage**



Marketing Tools

► 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.



Bespoke  
Automation



Consumer  
Research



Shopper  
Sentiment



Marketing  
Optimisation

# BUILDING TRACK RECORD

**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

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Shopping Centers



Retail Outlets



Universities



Casinos



Airports



Gyms



Hospitals



Restaurants



# Enterprise Client Snapshot



IGUATEMI

Empresa de Shopping Centers SA

DASA-GROUP



ALIANSCCE  
SHOPPING CENTERS

BLACKSTONE  
PROPERTIES



SCENTRE  
GROUP

Cincinnati Bell<sup>SM</sup>



australian open

THE KOOPLES  
PARIS

ONE  
FINE  
ONE  
PROPERTY



SUPER  
PROPERTY



NZ RETAIL  
PROPERTY  
GROUP  
MADE  
FOR NZ



OPTUS



DEXUS  
PROPERTY GROUP



Durham  
University



Westfield



lederer  
GROUP



WAVERLEY  
COUNCIL



The GPT Group



crescent mall



FRIGELAR

city of  
CINCINNATI



Barangaroo



WOOLWORTHS



VERSACE

MCARTHUR GLEN<sup>®</sup>  
DESIGNER OUTLETS



LEWIS  
LAND  
GROUP

## 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.

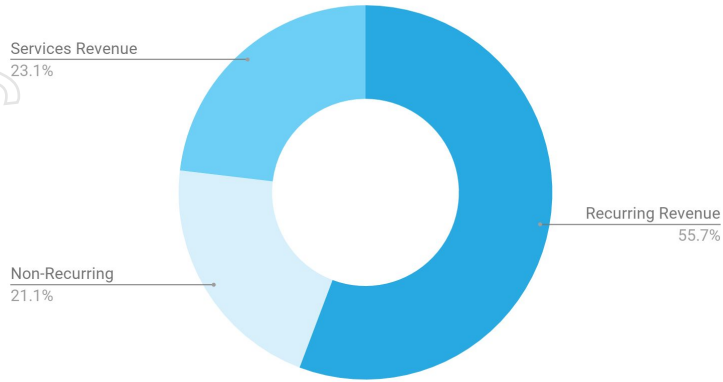


### NON-RECURRING REVENUES

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

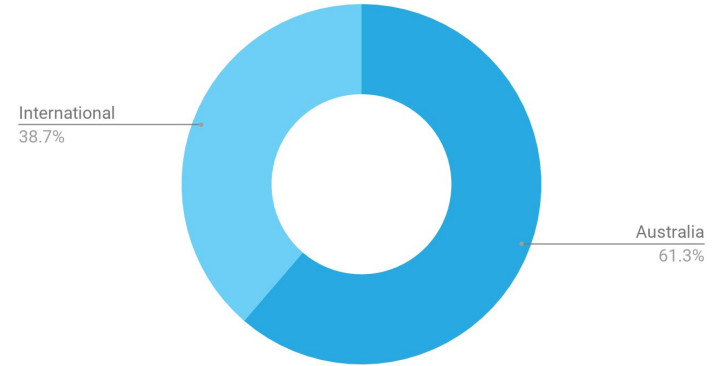
# FY2018 Financial Highlights

## DIVERSIFIED REVENUE



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

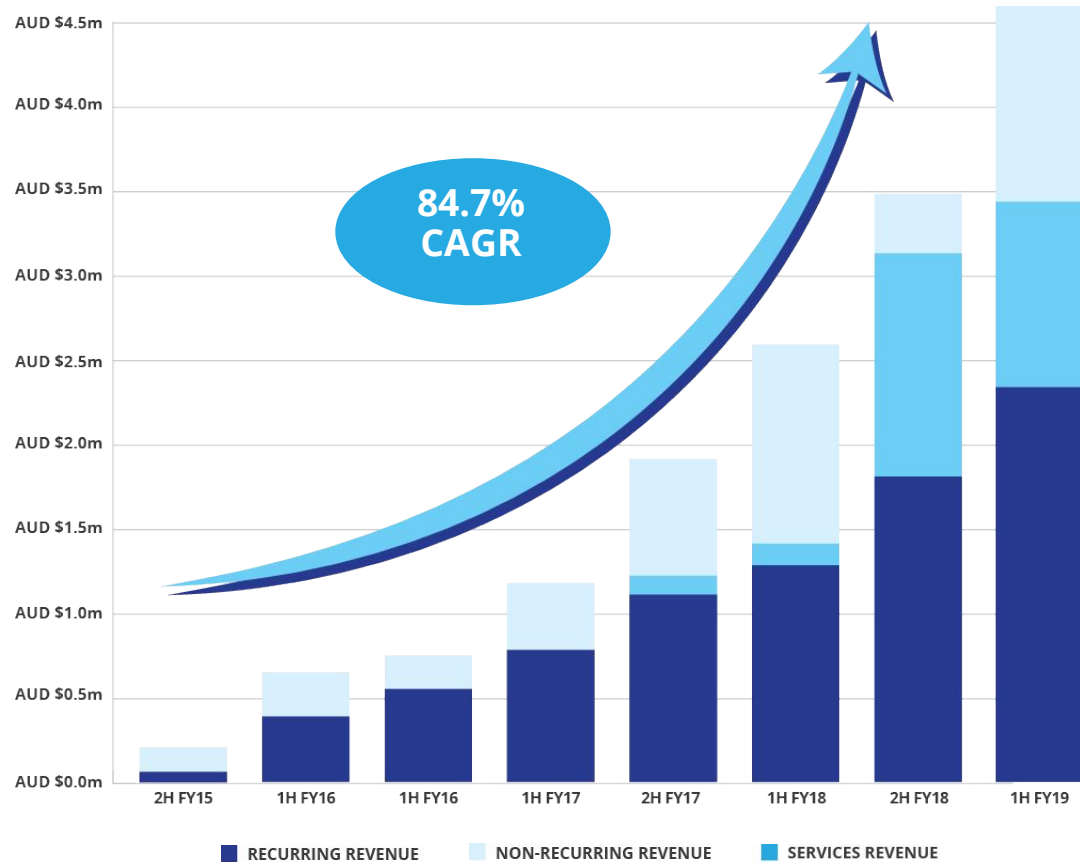
## DOMESTIC v INTERNATIONAL

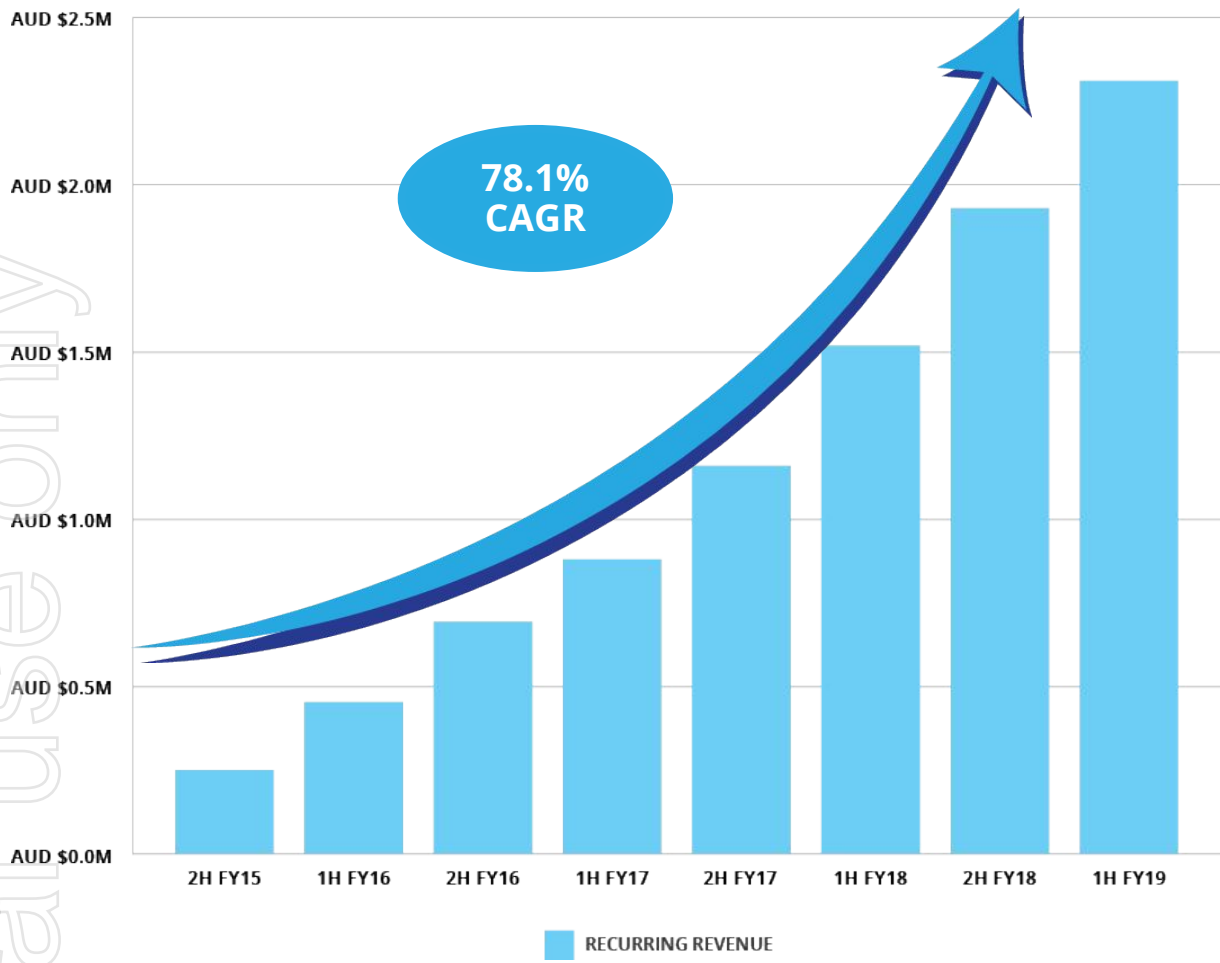


- Increase in revenues generated from international operations (38.7%)
- Successful deployment of resources in international operations that delivered growth

## Diversified Revenue Mix

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

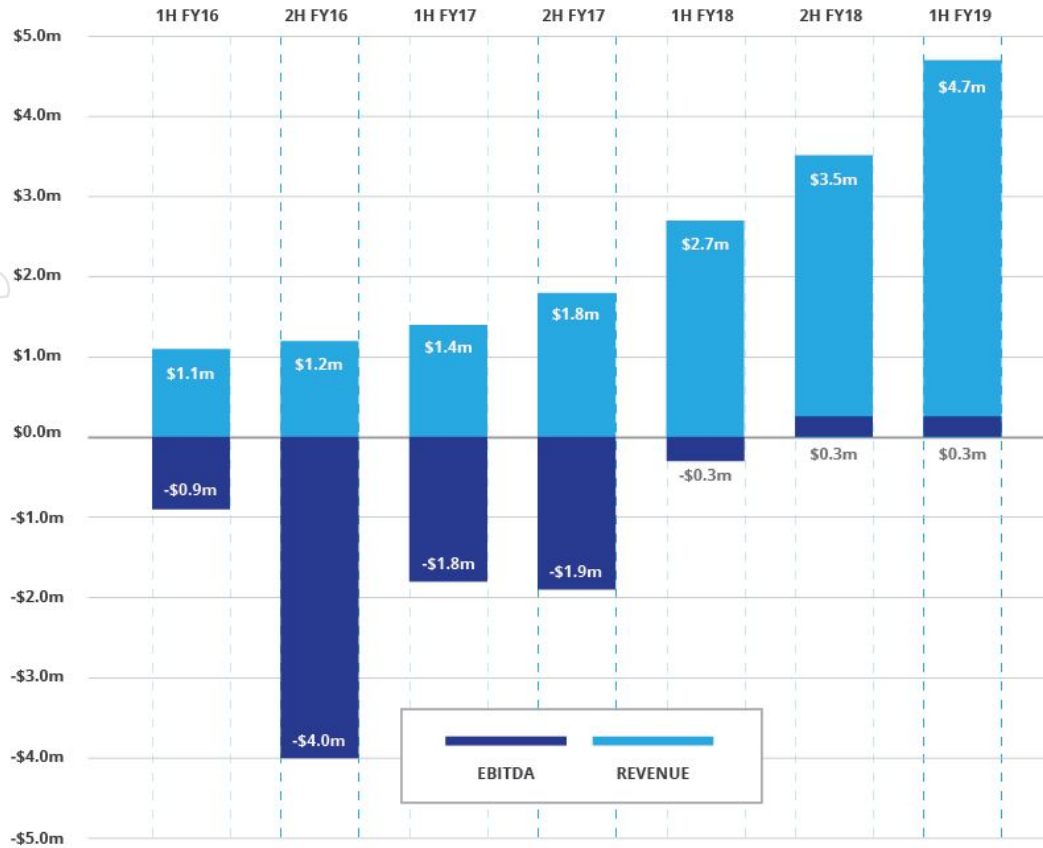




## Subscription Revenues

- 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.

## 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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