



## TechKnow Conference

19th (Sydney) & 21st (Melbourne) March 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.*

***Skyfii's core business offering** consists of a suite of software-as-a-service (SaaS) products and data services which underpin the 'IO platform':*

- *recurring revenues*
- *multi-year contracts*
- *enterprise customers*

Internal use only

## BUSINESS OVERVIEW

# Company Overview

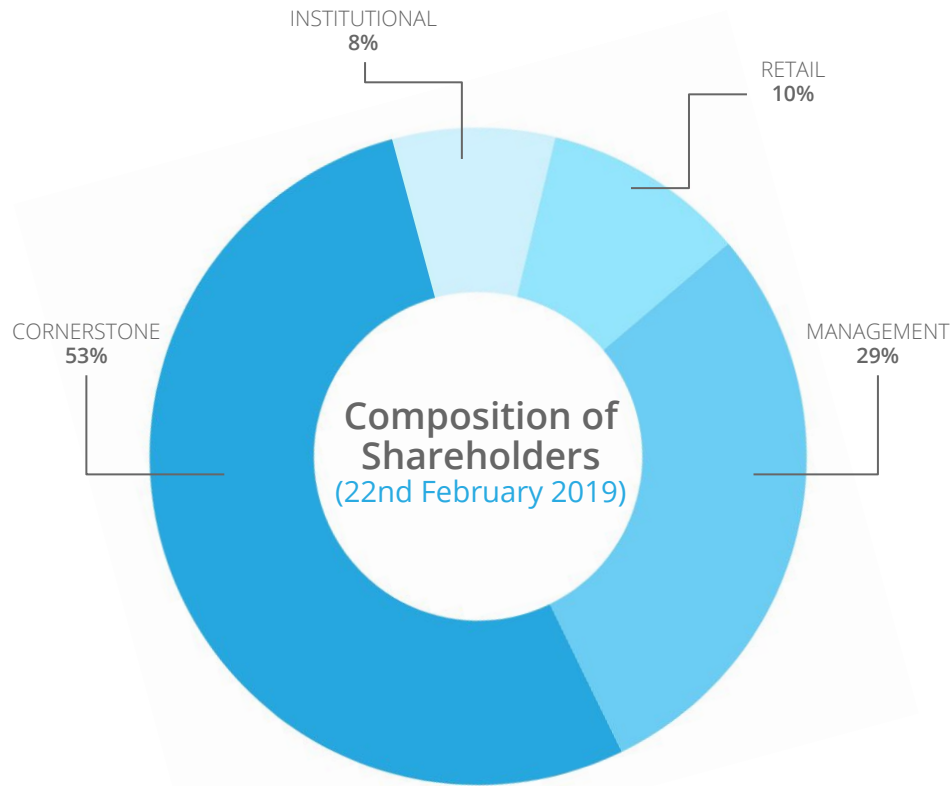
## KEY MARKET STATISTICS

ASX code	SKF
Share price (18 March 2019)	A\$0.18
Market capitalisation (15 March 2019)	<b>A\$59.29 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

\* 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).



• Tightly held – Top 20 shareholders hold ~64%



## IO PLATFORM

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



## 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

Internal use only

## IO PLATFORM

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



WIFI ANALYTICS



## IO PLATFORM

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PEOPLE COUNTERS

## IO PLATFORM

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2D & 3D CAMERAS

# IO PLATFORM

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- iO engage ▶ Marketing Tools





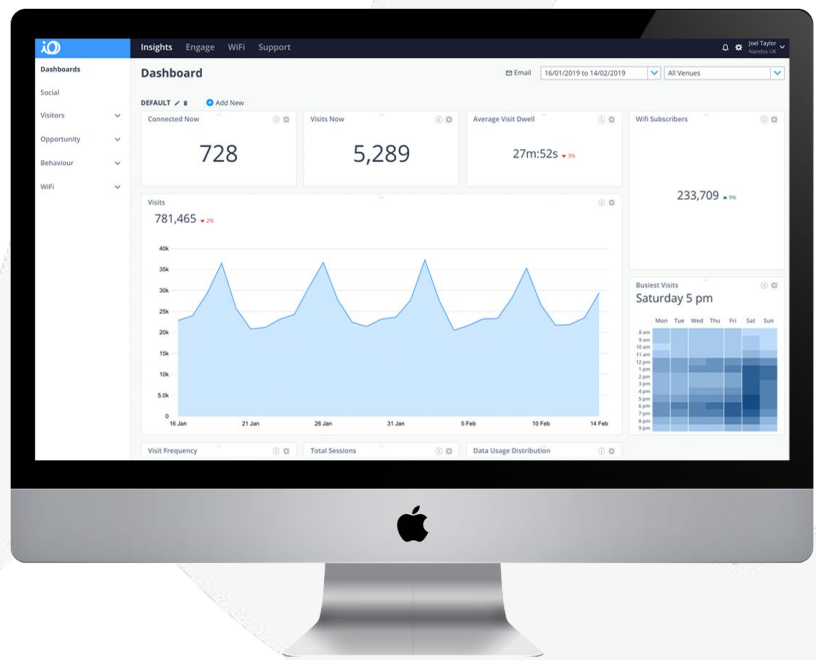
POINT OF SALE

# IO PLATFORM

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

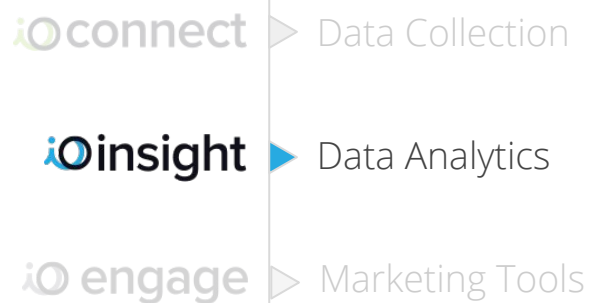
Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting



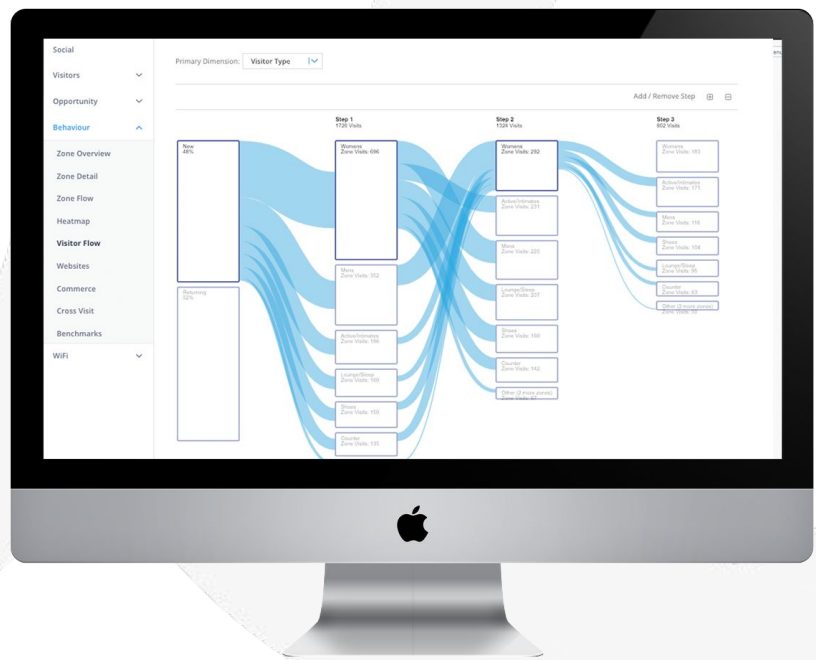


# IO PLATFORM



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

- Venue reporting
- Visitor Flow



# IO PLATFORM



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

- Venue reporting
- Visitor Flow
- Heatmapping



Internal use only

## IO PLATFORM

ioconnect

▶ Data Collection

ioinsight

▶ Data Analytics

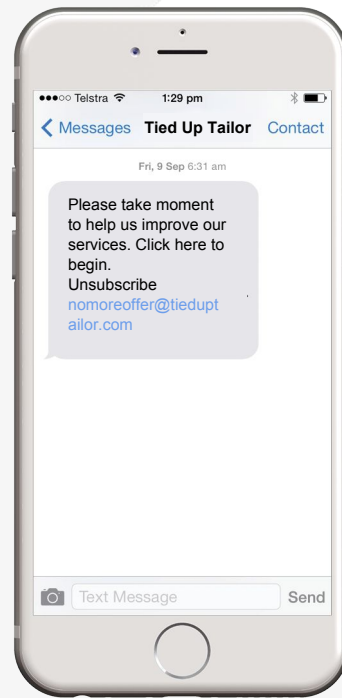
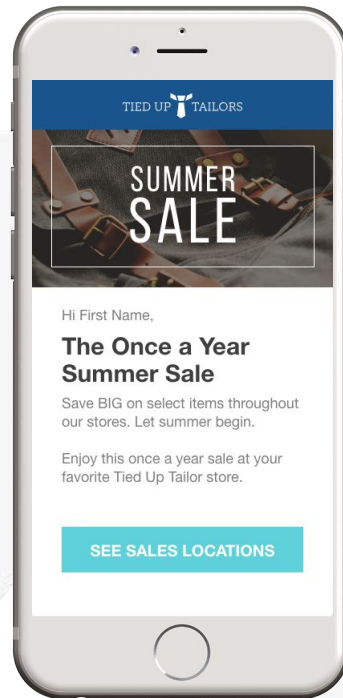
ioengage

▶ Marketing tools

### An omnichannel data-driven marketing toolset.

Email, SMS and push notification:

- Proximity marketing



# Internal use only

## 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

mal use only

## GROWTH STRATEGY

# ORGANIC

- ▶ Direct Sales Team

## ORGANIC

- ▶ Direct Sales Team
- ▶ Channel Partnerships



# ORGANIC

- ▶ Direct Sales Team
- ▶ Channel Partnerships
  - Managed Service Provider

# ORGANIC

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

# ORGANIC

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

# KEY CHANNEL PARTNERSHIPS

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(Cincinnati Bell)





# STRATEGIC ACQUISITION

Highly Fragmented Industry



\* Wicoms acquisition completed on 26 July 2017

skyfio

# STRATEGIC ACQUISITION

Highly Fragmented Industry



\* Wicoms acquisition completed on 26 July 2017

\*\* Causely acquisition completed on 5 February 2018



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## MARKET OPPORTUNITY

# Diversified Product & Service Offering with Global Application



Shopping Centers



Retail Outlets



Universities



Casinos



Airports



Gyms

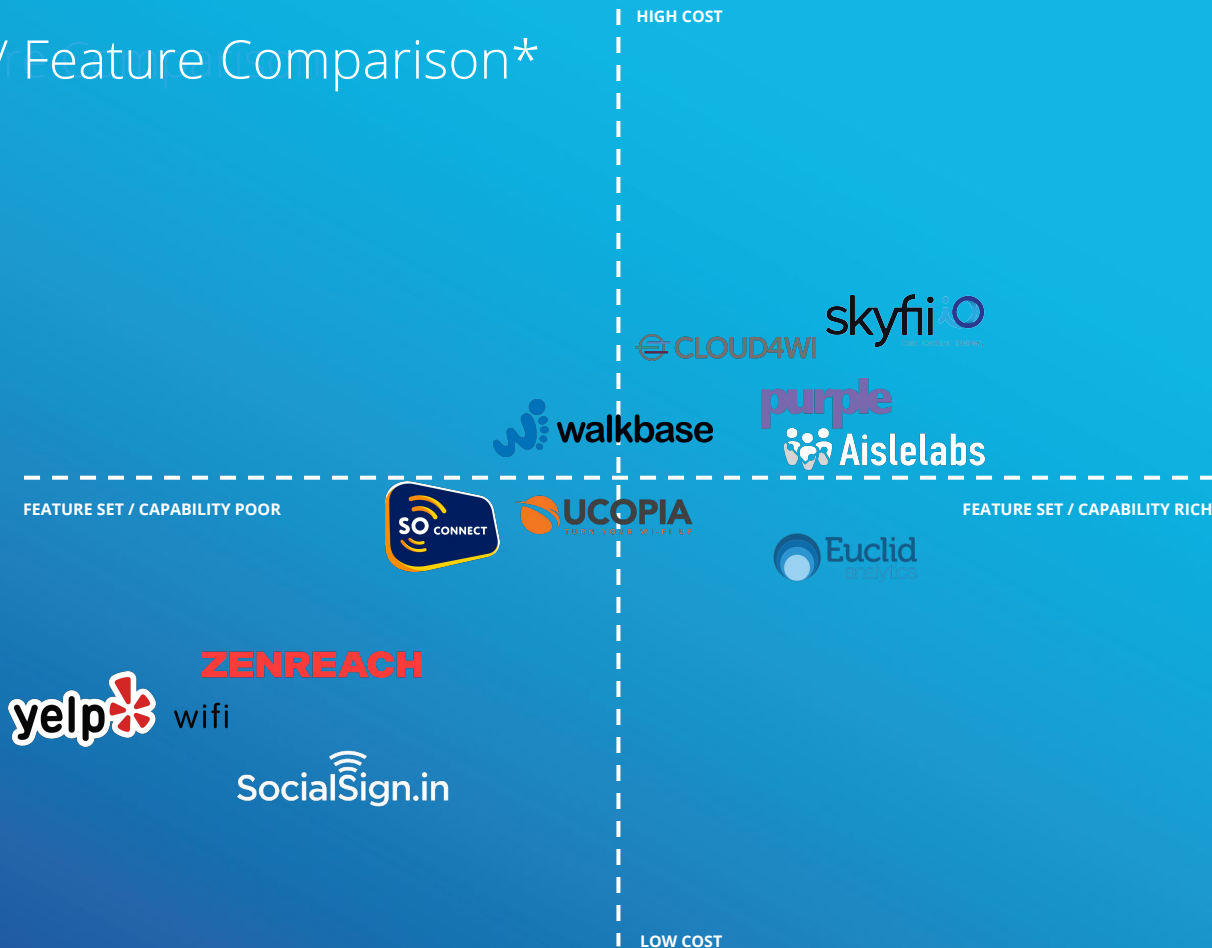


Hospitals



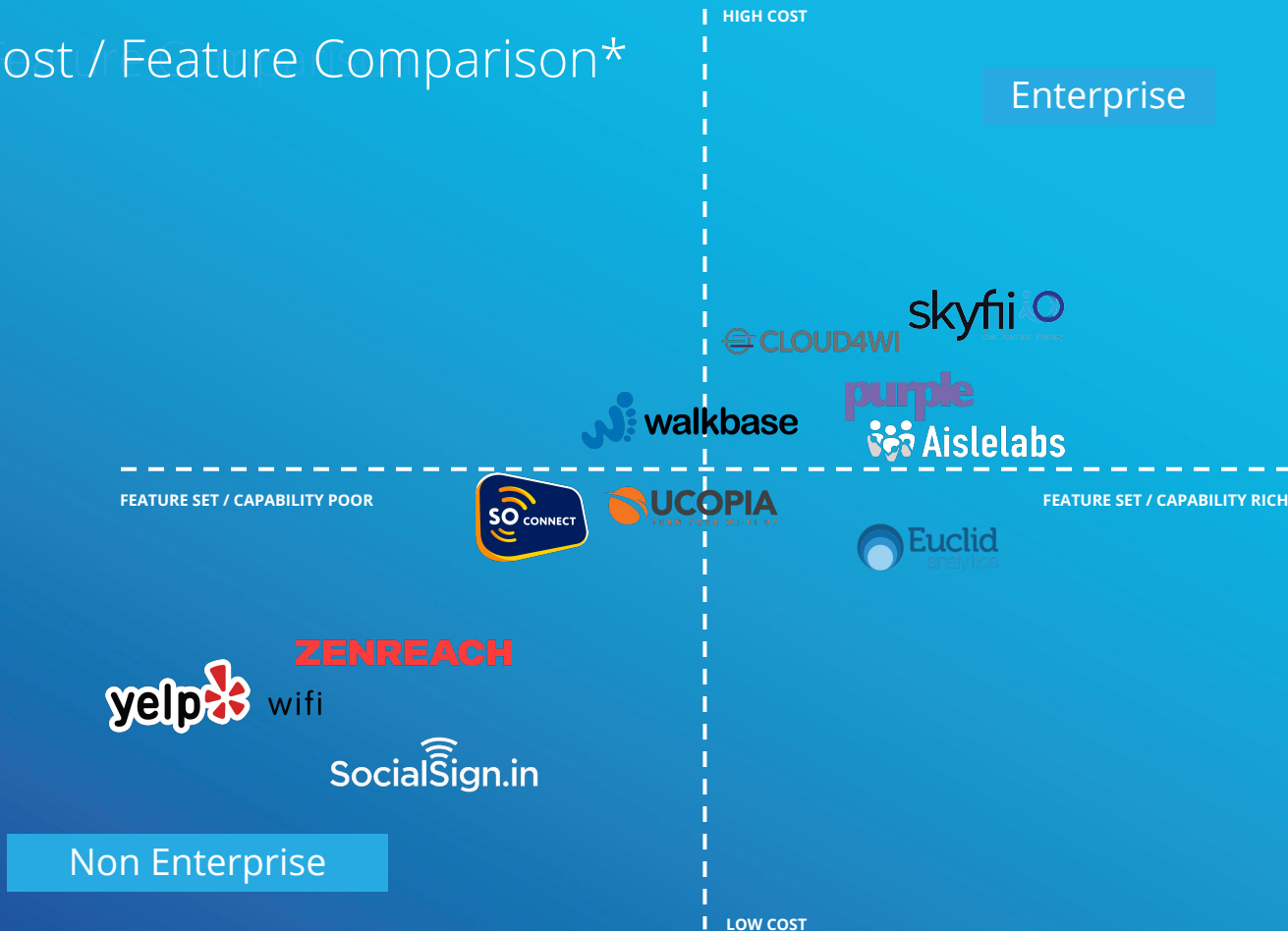
Restaurants

# Peer / Cost / Feature Comparison\*



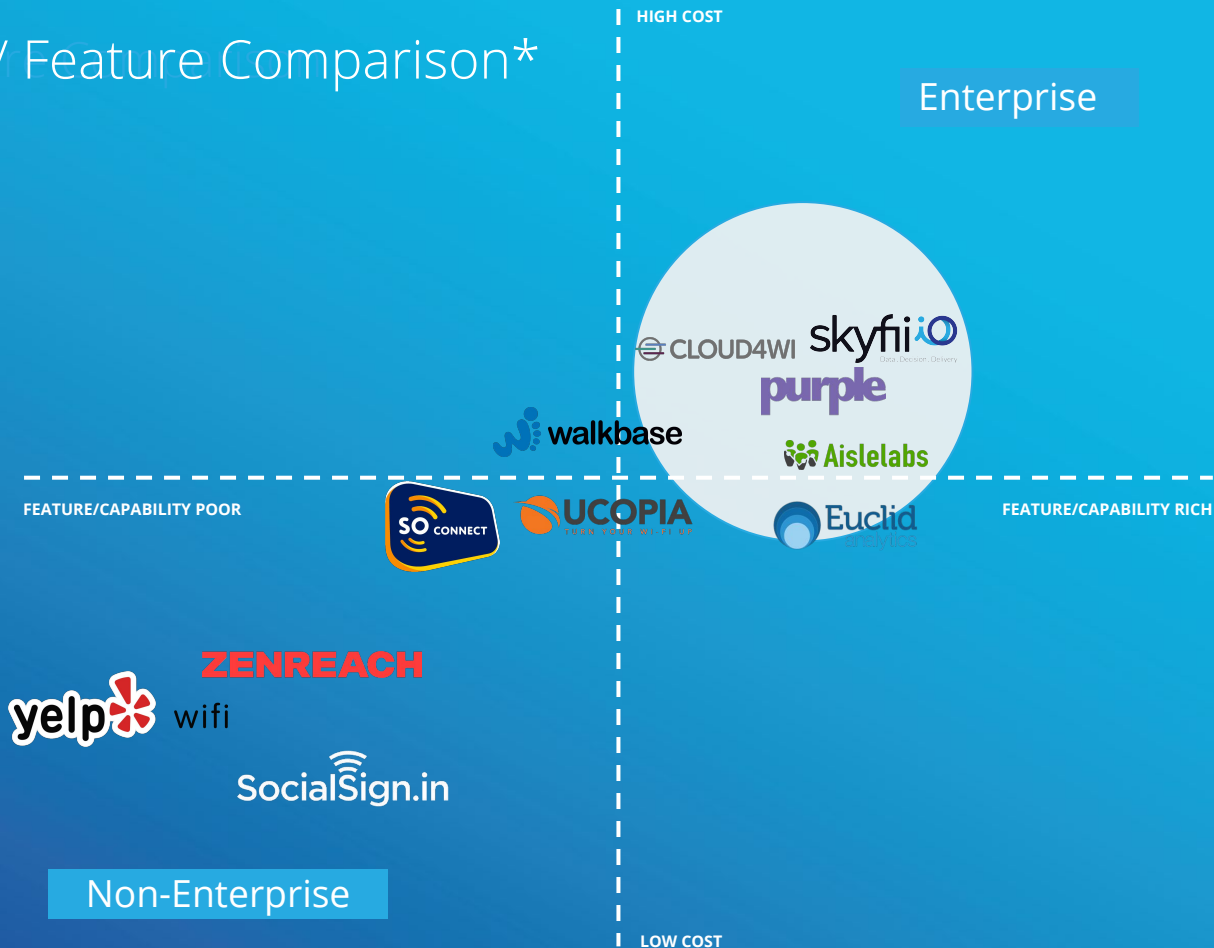
\* All peers are privately owned companies.

# Peer / Cost / Feature Comparison\*



\* All peers are privately owned companies.

# Peer / Cost / Feature Comparison\*



\* All peers are privately owned companies.

# Enterprise Software Competitors

skyfii

Aislelabs

CLOUD4WI

purple

Guest Wifi	✓	✓	✓	✓
Location analytics	✓	✓	✓	✓
Omnichannel marketing tools	✓	✓	✓	✓
Other data sources (People Counting)	✓			
Data Services	✓			



# PATHWAY TO NUMBER ONE

## 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

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

Expand data source aggregation



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

# 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



GPT  
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.

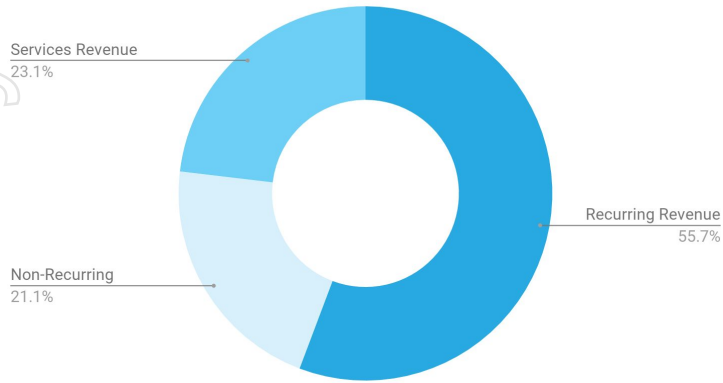


### NON-RECURRING REVENUES

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

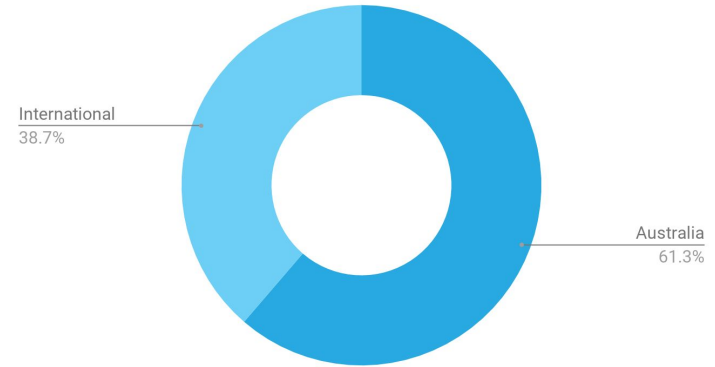
# FY2018 Financial Highlights

## DIVERSIFIED REVENUE



- Total Operating Revenues \$6.2m, up 92% FY2018 YoY
- Strong growth in Recurring Revenue, up 68% FY2018 YoY
- All revenue generating activities underpin the sell-through of the Skyfii IO platform

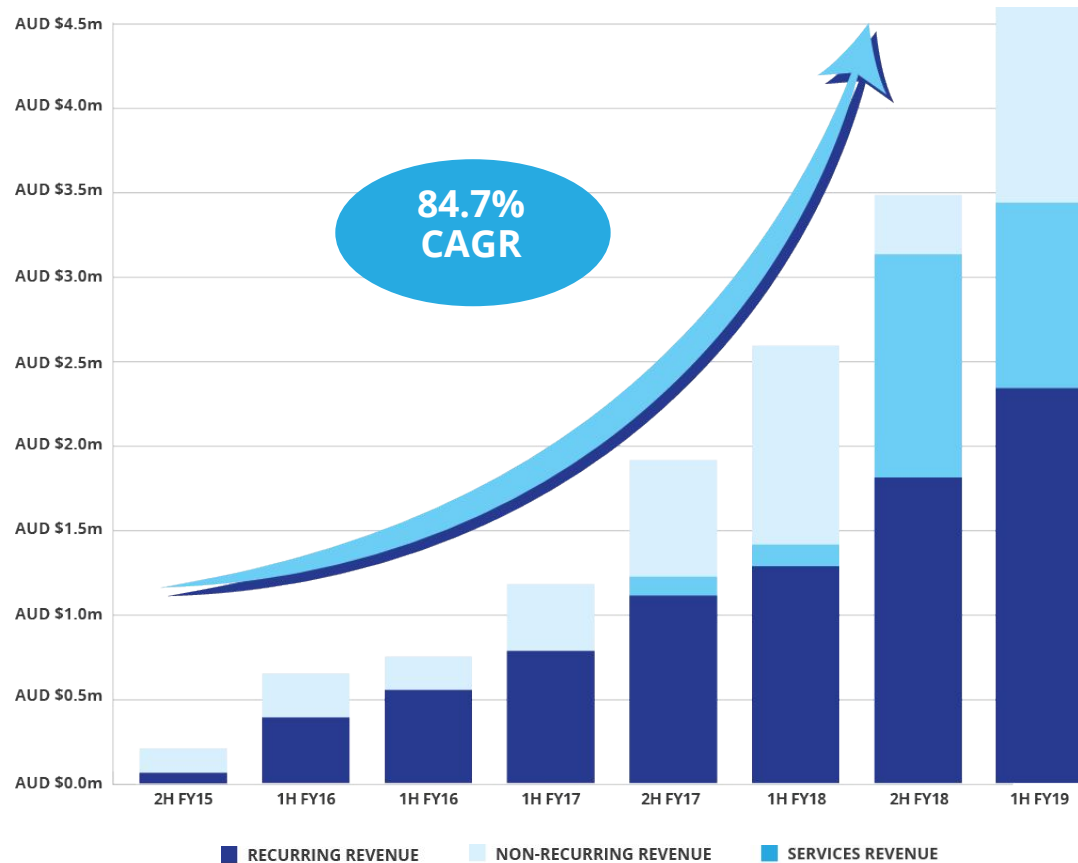
## DOMESTIC v INTERNATIONAL



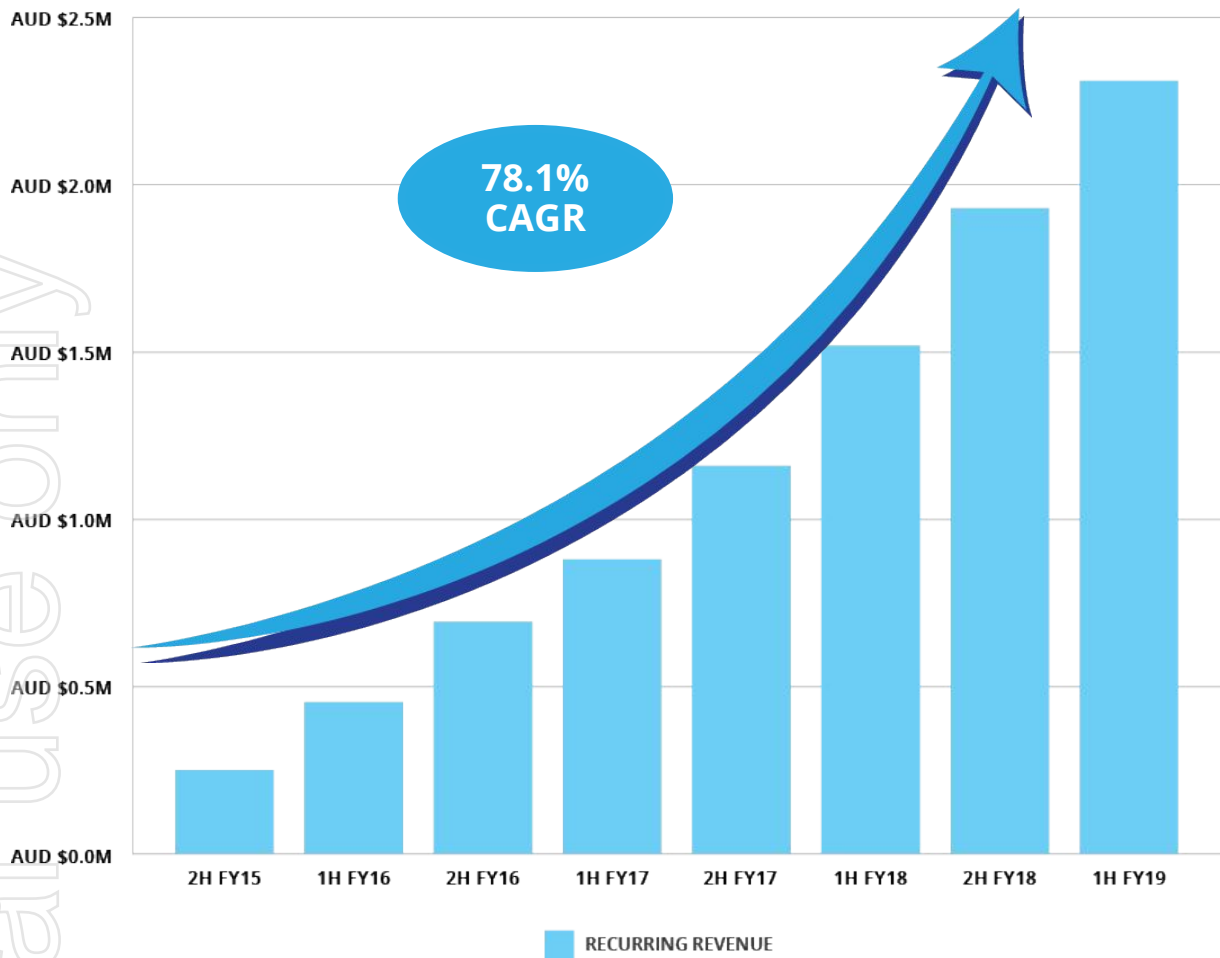
- Increase in revenues generated from international operations (38.7%)
- Successful deployment of resources in international operations that delivered growth

## Diversified Revenue Mix

- Total Revenue 84.7% CAGR over 4 years: 2H FY2015-1H FY2019.

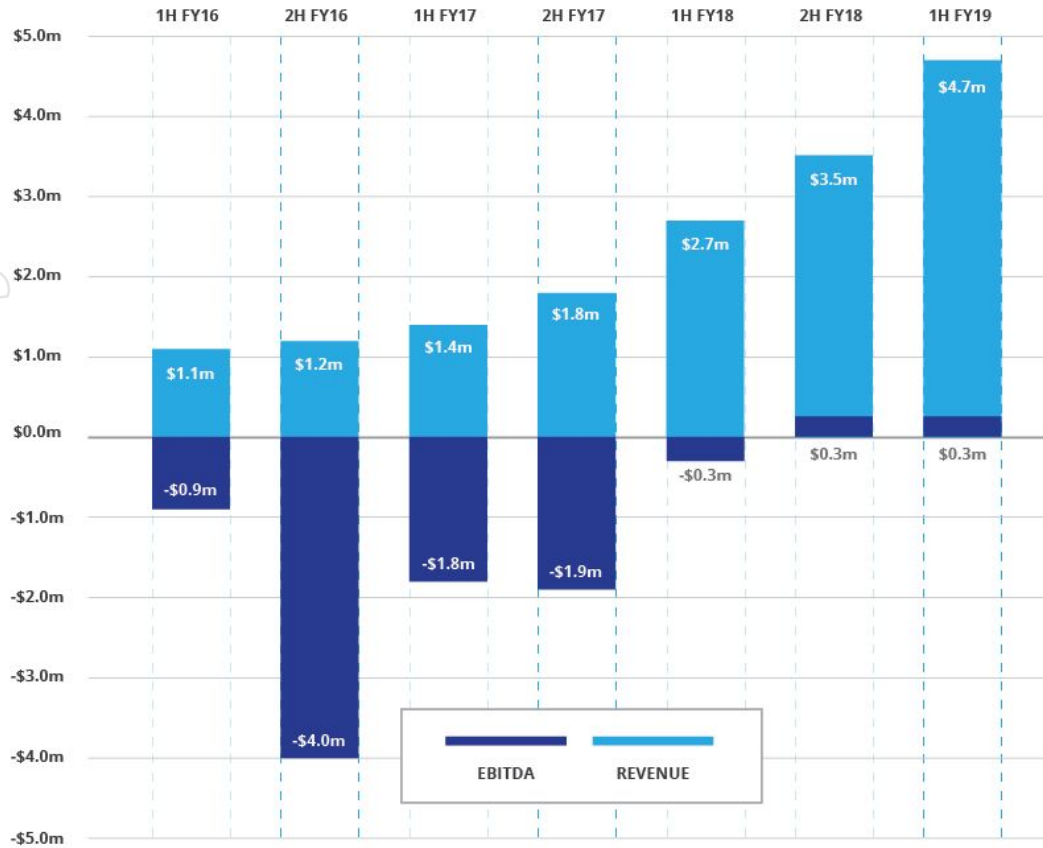






## Subscription Revenues

- Recurring Revenues are typically contracted on 3-5 year contract terms.
- Recurring Revenue 78.1% CAGR over 4 years: 2H FY2015-1H FY2019.



## Strong EBITDA Performance

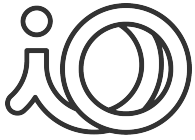
- Targeting continued top line revenue growth.
- Stated strategy to maintain EBITDA positive FY2019.
- Continued investment into the operating model.

## 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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