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skyfiio

## 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*

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## BUSINESS OVERVIEW

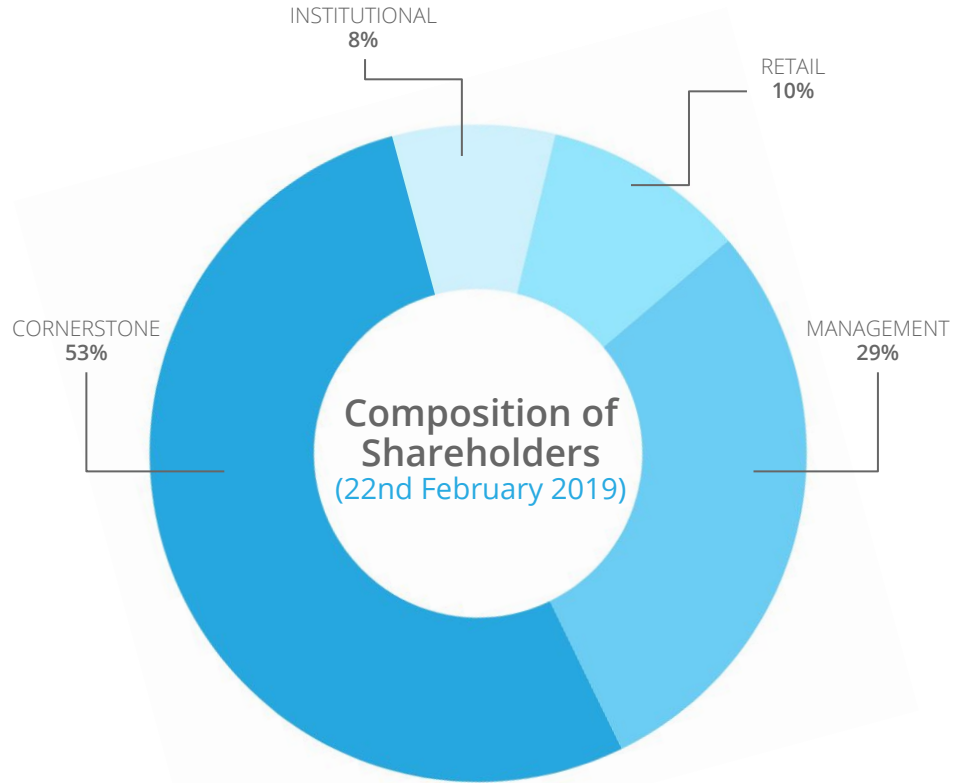
# Company Overview

## 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



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



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## IO PLATFORM

**ioconnect**

▶ Data Collection

▶ Data Services

**ioinsight**

▶ Data Analytics

▶ Marketing Services

**ioengage**

▶ Marketing Tools



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## IO PLATFORM

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



Collect and consolidate multiple data-sources:

- Customer data capture
- Progressive profiling
- Custom user experience

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# IO PLATFORM

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



 | WIFI ANALYTICS



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## IO PLATFORM

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PEOPLE COUNTERS

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# IO PLATFORM

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 | 2D & 3D CAMERAS

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# IO PLATFORM

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 | POINT OF SALE

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# IO PLATFORM

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

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

- Venue reporting





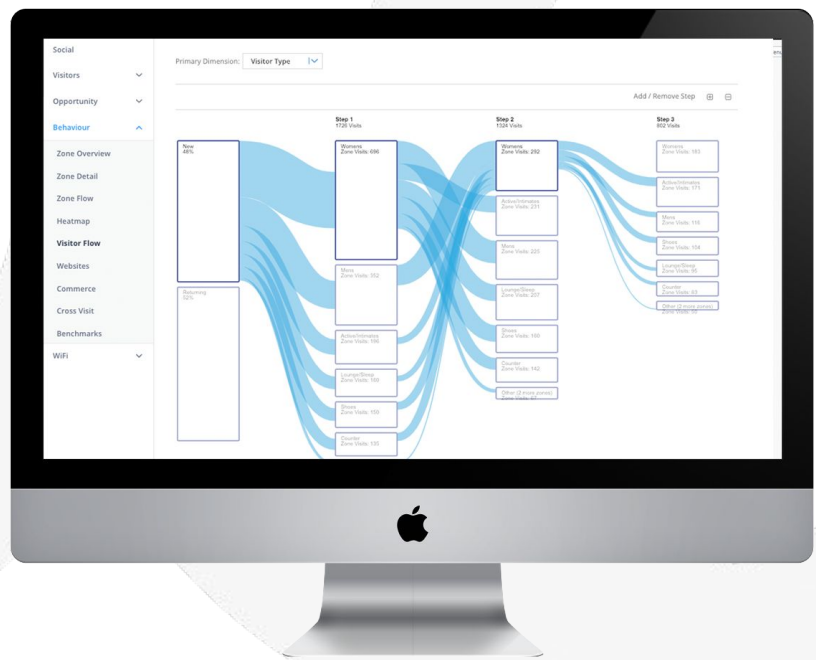
# IO PLATFORM

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- ioconnect** ▶ Data Collection
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Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting
- Visitor Flow

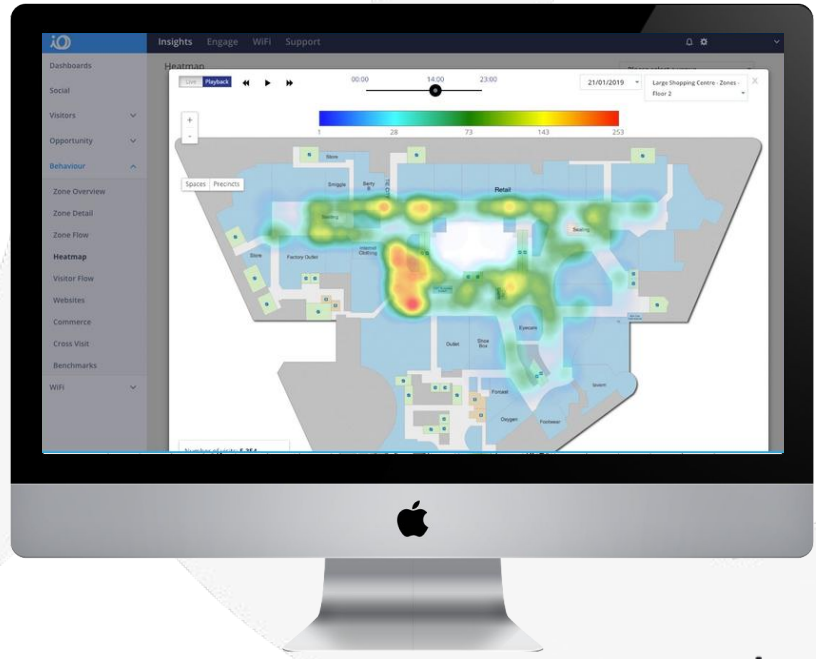


# IO PLATFORM

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




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

- Venue reporting
- Visitor Flow
- Heatmapping



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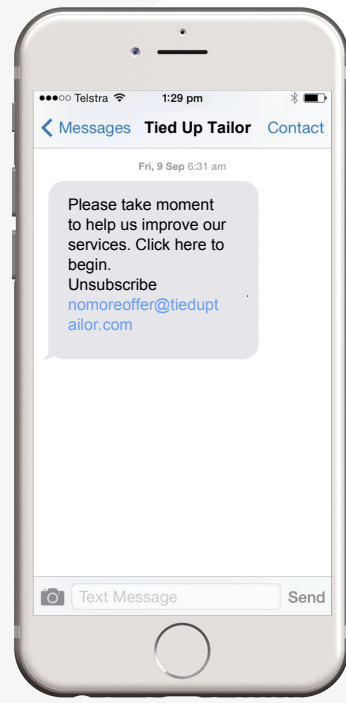
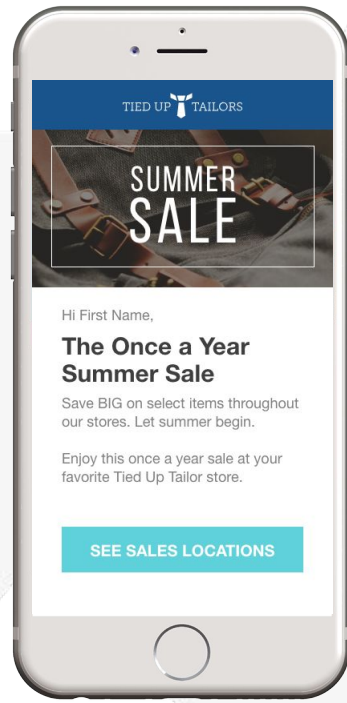
# IO PLATFORM

-  Data Collection
-  Data Analytics
-  Marketing tools

## An omnichannel data-driven marketing toolset.

Email, SMS and push notification:

- Proximity marketing



# 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.



Bespoke Automation



Consumer Research



Shopper Sentiment



Marketing Optimisation

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## GROWTH STRATEGY

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# 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)



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# STRATEGIC ACQUISITION

Highly Fragmented Industry



\* Wicoms acquisition completed on 26 July 2017

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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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# MARKET OPPORTUNITY

# Diversified Product & Service Offering with Global Application



Shopping Centers



Retail Outlets



Universities



Casinos



Airports



Gyms



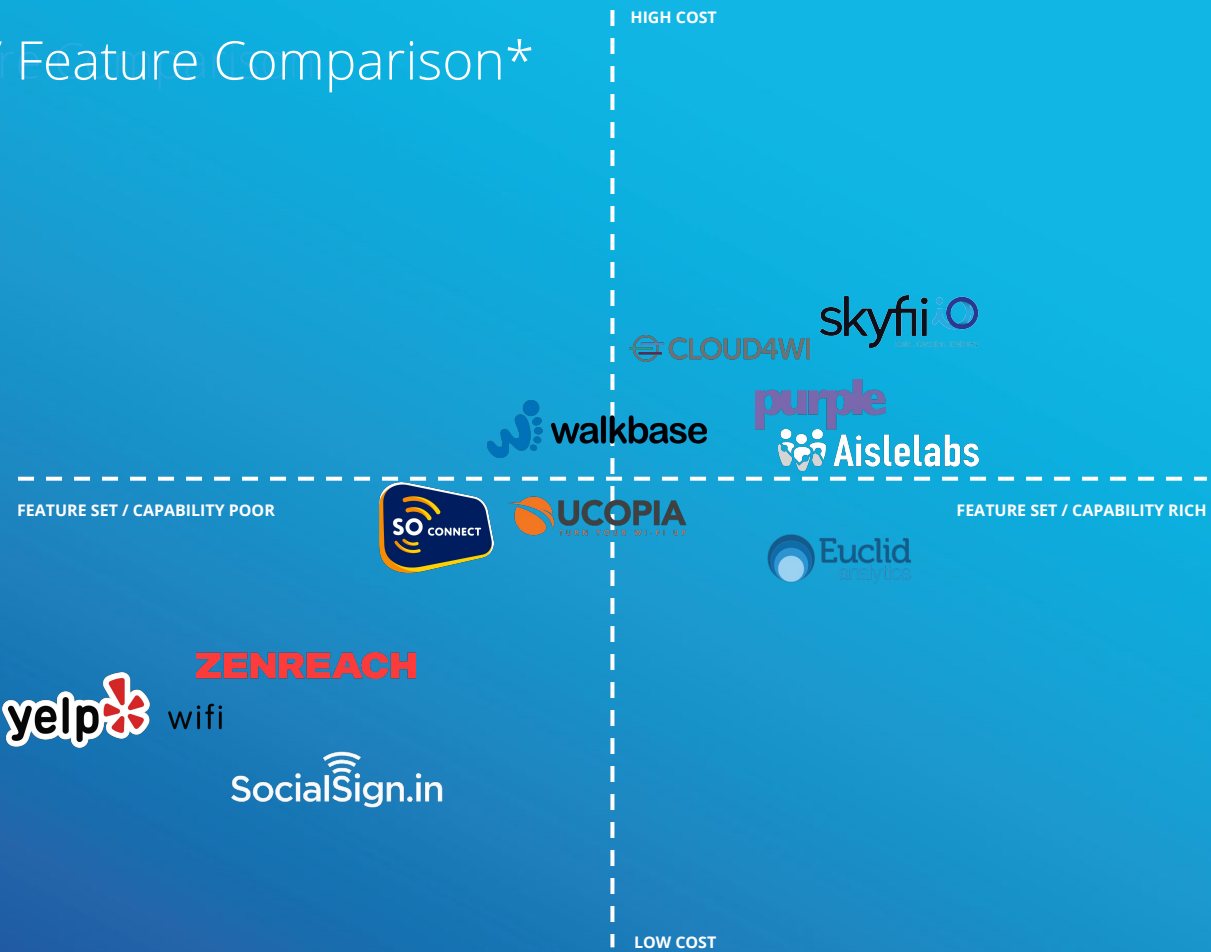
Hospitals



Restaurants



# Peer / Cost / Feature Comparison\*

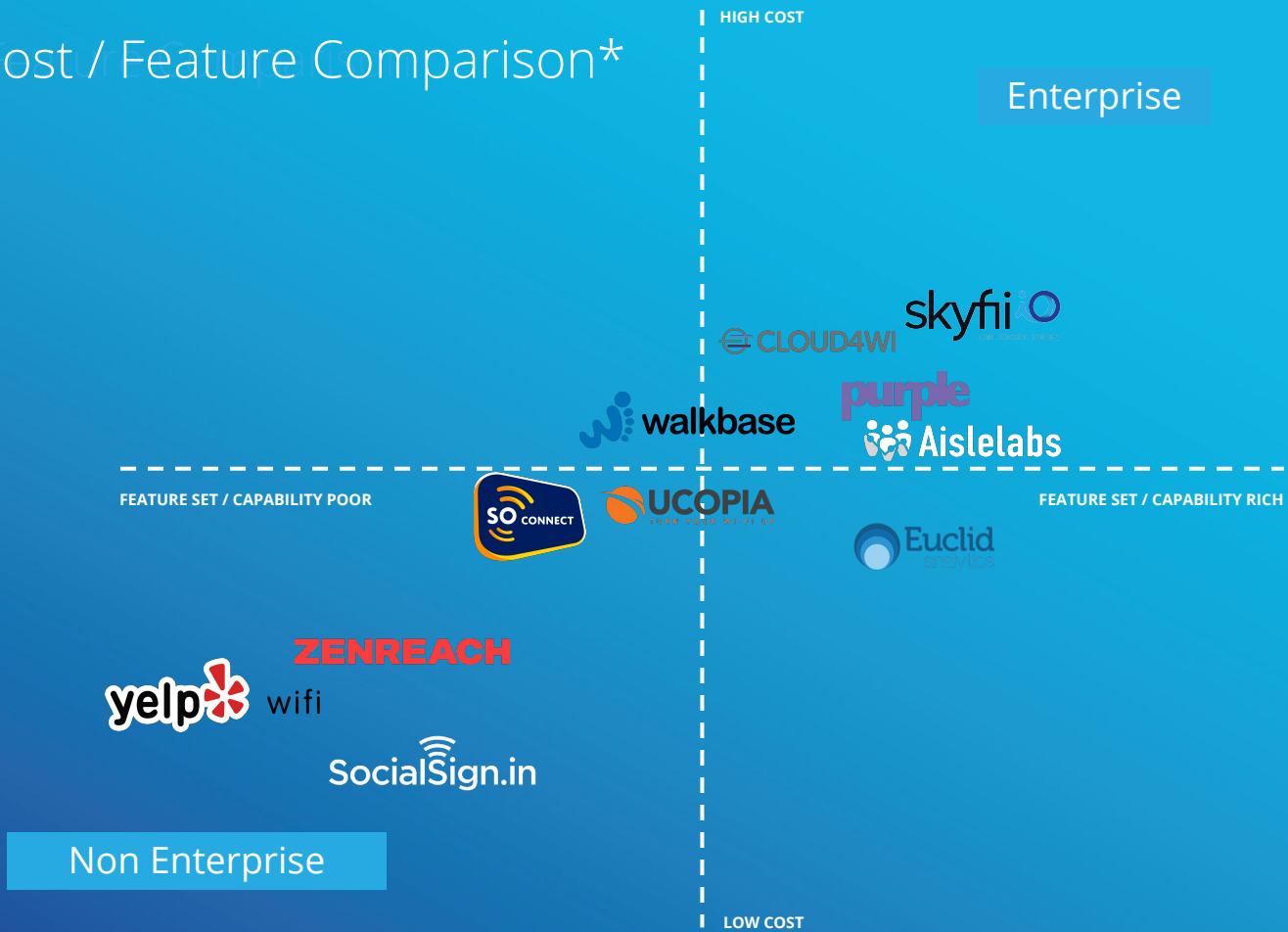


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\* All peers are privately owned companies.

# Peer / Cost / Feature Comparison\*

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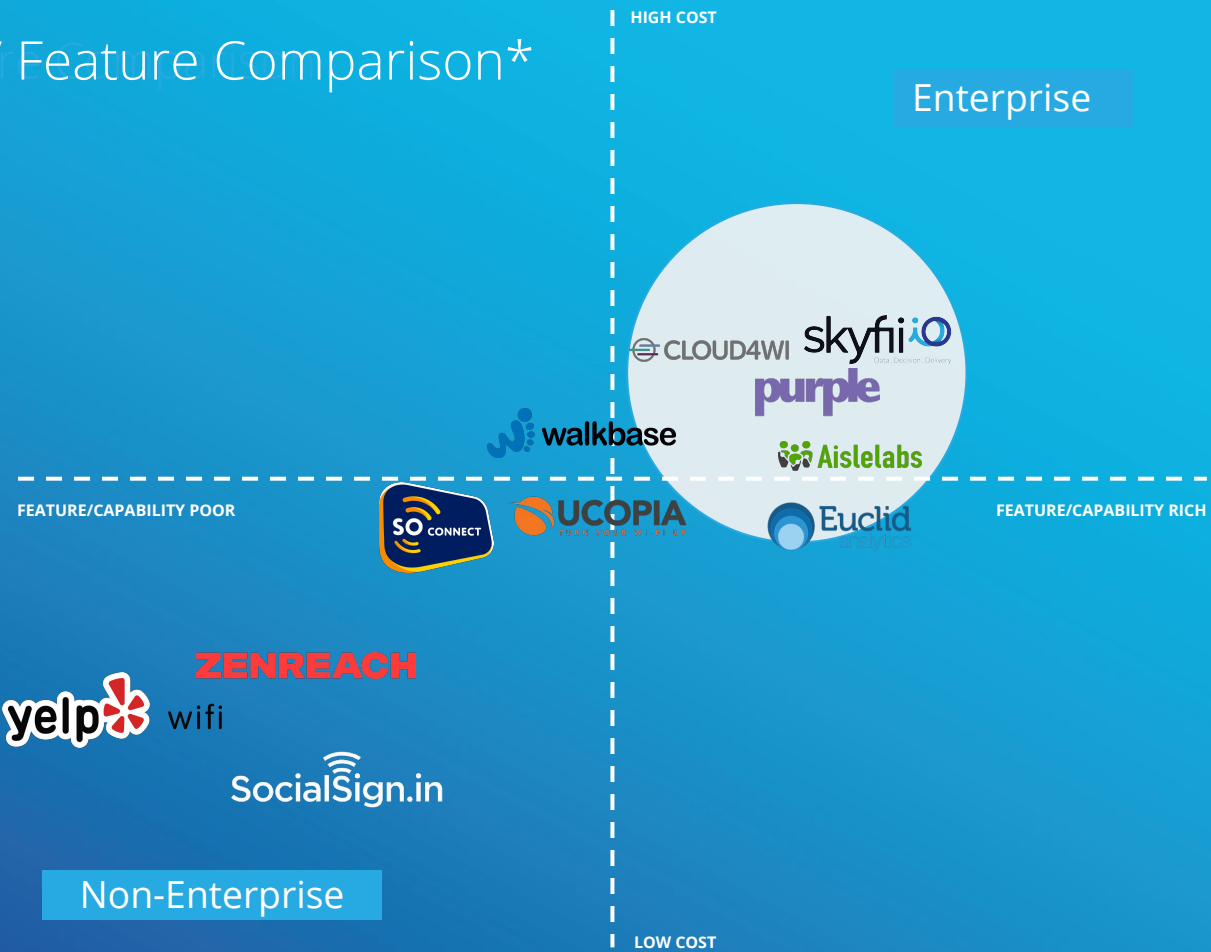
Non Enterprise

Enterprise

\* All peers are privately owned companies.

# Peer/Cost / Feature Comparison\*

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\* All peers are privately owned companies.

# Enterprise Software Competitors

skyfii

Aislelabs

CLOUD4WI

purple

	skyfii	Aislelabs	CLOUD4WI	purple
Guest Wifi	✓	✓	✓	✓
Location analytics	✓	✓	✓	✓
Omnichannel marketing tools	✓	✓	✓	✓
Other data sources (People Counting)	✓			
Data Services	✓			

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# PATHWAY TO NUMBER ONE

usa only

## ESTABLISH AN INTERNATIONAL PLATFORM

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



33 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



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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.

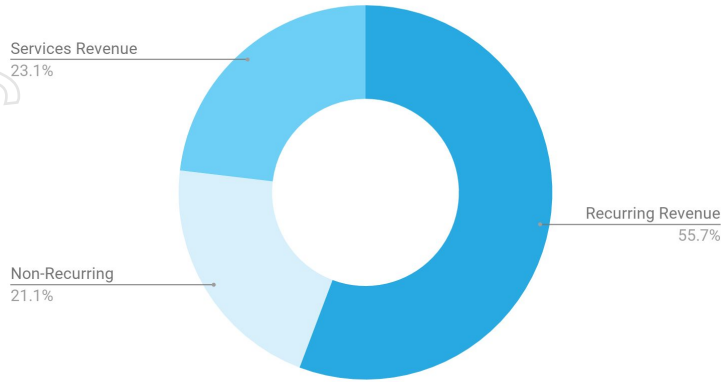


### NON-RECURRING REVENUES

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

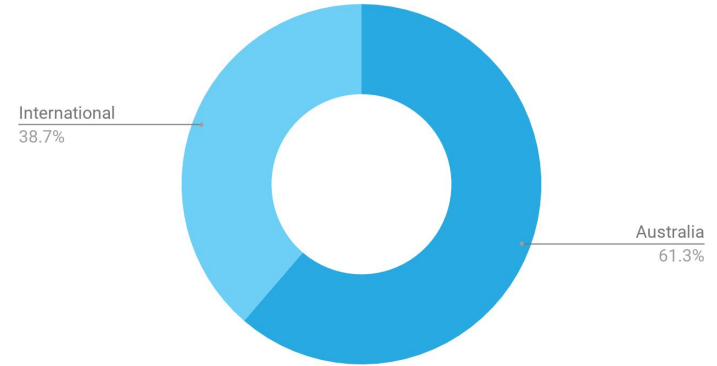
# FY2018 Financial Highlights

## DIVERSIFIED REVENUE



- 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

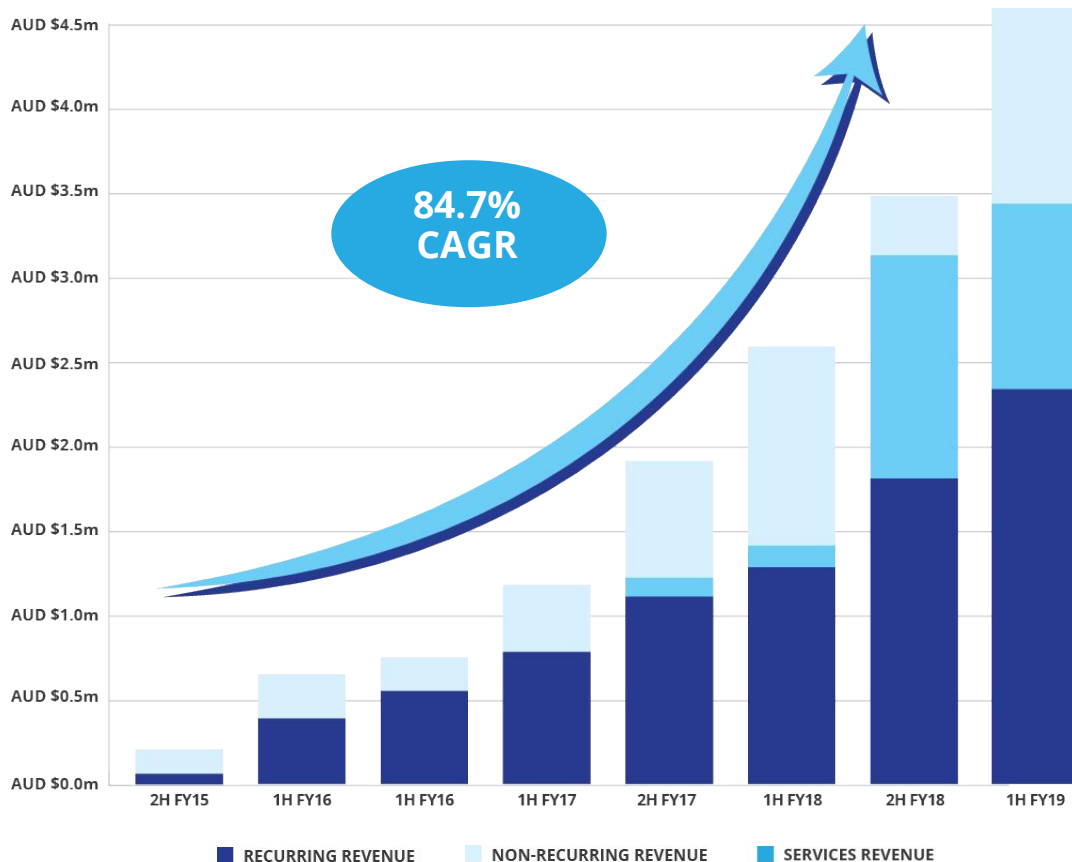
## DOMESTIC v INTERNATIONAL



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

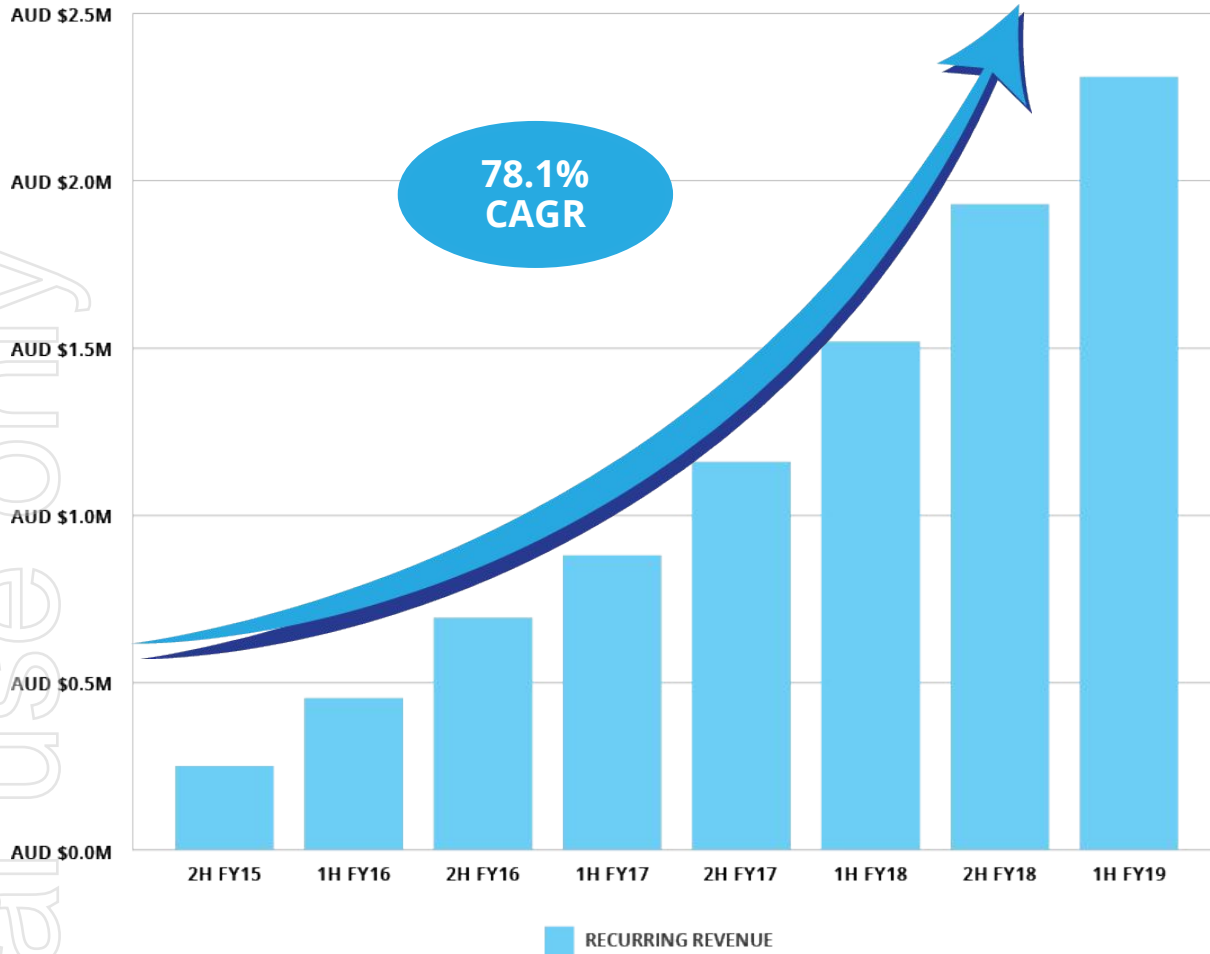
## Diversified Revenue Mix

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



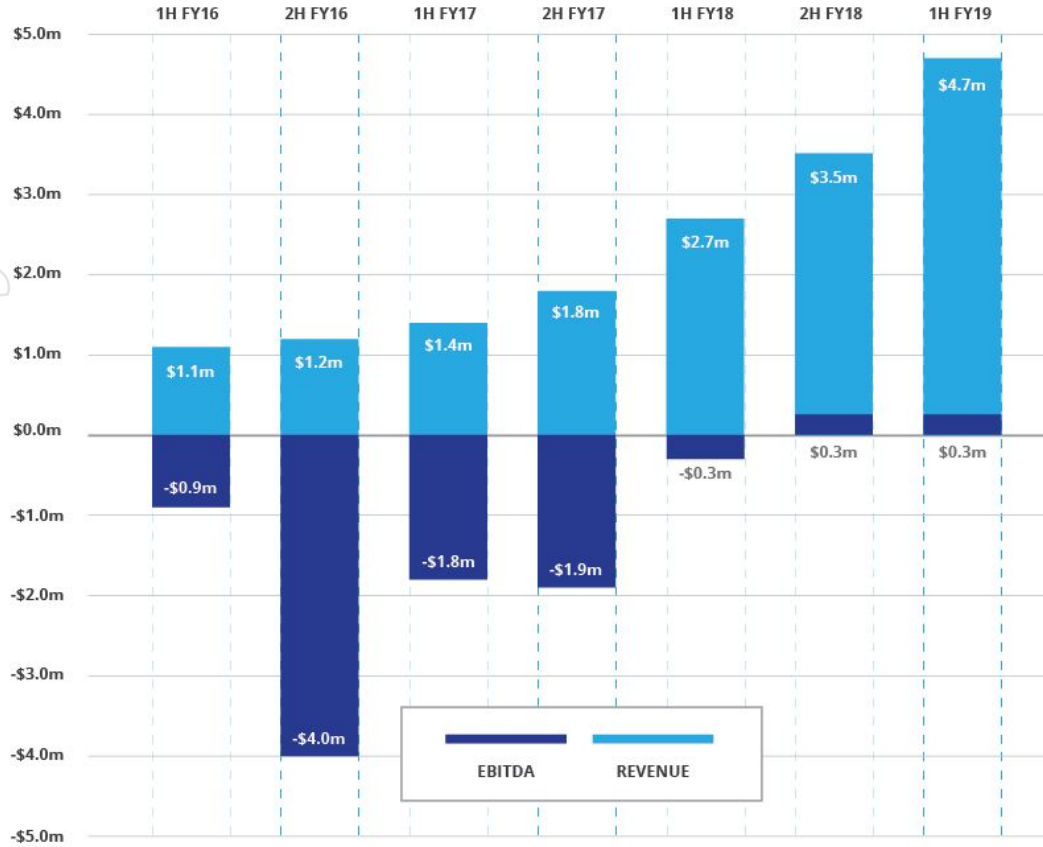


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## Subscription Revenues

- 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.

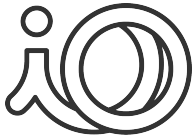
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## OUTLOOK

# 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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