skyfii

Microcap Conference, Sydney
Investor Presentation

9th April 2019

ASX: SKF

OMNIDATA
INTELLIGENCE

Omnidata intelligence is the practice of analysing multiple data sets to create a complete understanding of behaviour and 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
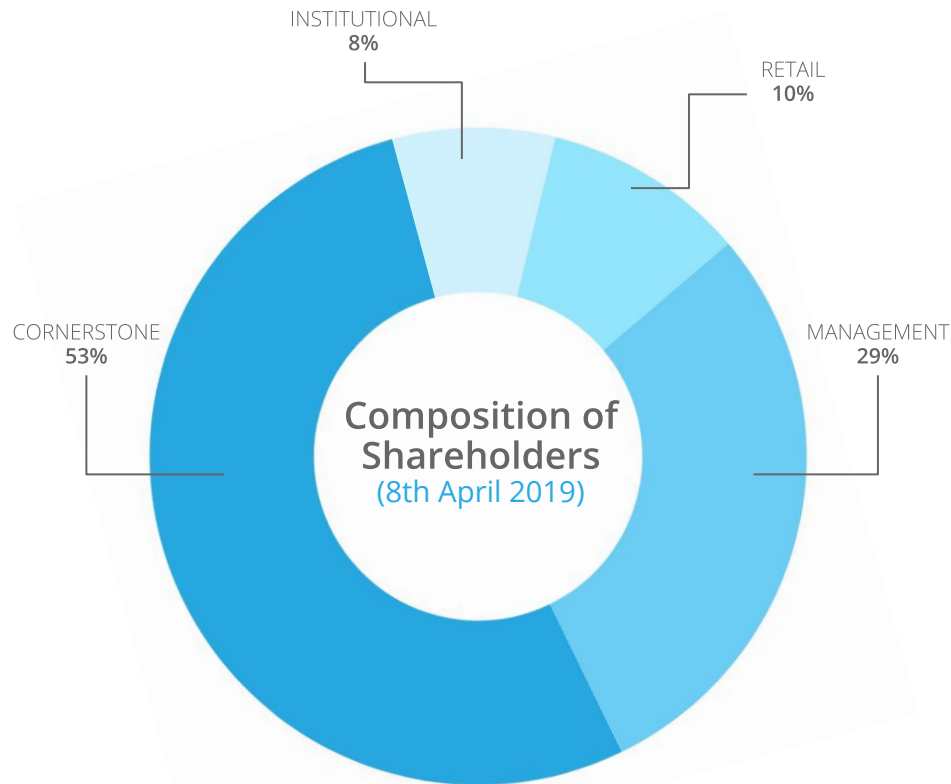- enterprise customers

skyfii:IO

2

BUSINESS OVERVIEW

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Company Overview

KEY MARKET STATISTICS

ASX code	SKF
Share price (8th April 2019)	A$0.18
Market capitalisation (8th April 2019)	**A$59.83 million**
Total shares outstanding	332.4 million
Cash balance 31st December 2018*	**A$1.44 million**

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

INSTITUTIONAL
8%

RETAIL
10%

CORNERSTONE
53%

MANAGEMENT
29%

Composition of Shareholders
(8th April 2019)

- 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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BUSINESS OVERVIEW

$6.2m **(+92%)**
Revenue
FY2018

EBITDA **POSITIVE**
since 2018

~60%
SaaS recurring
revenues (FY2018)

43
Employees

5
Country offices

38.7%
Revenue from
international
operations (FY2018)

$4.7m **(+34%)**
1H FY2019 v 2H FY2018

+$290k **EBITDA**
(1H FY2019)

23.9m
registered users by
end of Q2 FY2019

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* GDPR: General Data Protection Regulation

IO PLATFORM

io connect ＞ Data Collection

io insight ＞ Data Analytics

io engage ＞ Marketing Tools

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IO PLATFORM

iO connect > Data Collection > Data Services

iO insight > Data Analytics > Marketing Services

iO engage > Marketing Tools

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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

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IO PLATFORM

iOconnect ▶ Data Collection

iOinsight ▷ Data Analytics

iO engage ▷ Marketing Tools

WIFI ANALYTICS

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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

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IO PLATFORM

iO connect ▷ Data Collection

iO insight ▶ Data Analytics

iO engage ▷ Marketing Tools

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

- Venue reporting

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IO PLATFORM

Enabling data-driven decision making for development, operations and marketing outcomes:
- Venue reporting
- Visitor Flow

iO connect ▷ Data Collection

iO insight ▶ Data Analytics

iO engage ▷ Marketing Tools

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IO PLATFORM

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

- Venue reporting
- Visitor Flow
- Heat mapping

iO connect ▷ Data Collection

iO insight ▶ Data Analytics

iO engage ▷ Marketing Tools

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IO PLATFORM

iO connect ▶ Data Collection

iO insight ▶ Data Analytics

iO engage ▶ Marketing tools

An omnichannel data-driven marketing toolset.
Email, SMS and push notification:

- Proximity marketing
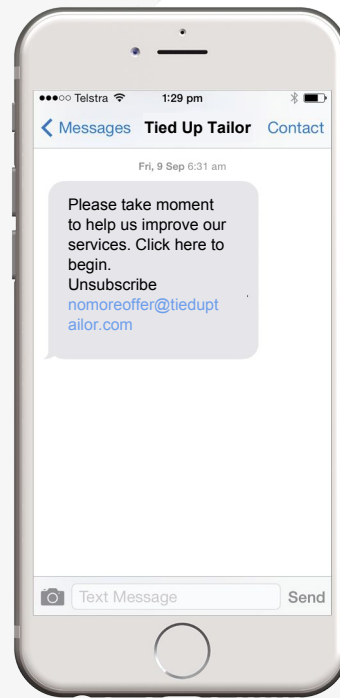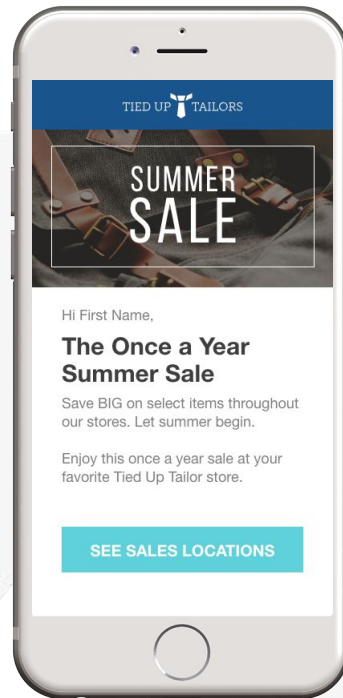
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IO PLATFORM

iOconnect ▷ Data Collection ▶ Data Services

iOinsight ▷ Data Analytics ▶ Marketing Services

iO engage ▷ Marketing Tools

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▶ 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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CASE STUDIES

SHOPPING CENTRES

Building a Robust Database
of 1st Party Data

A shopping centre needed better data on who
their shoppers were, and how they were
interacting with the centre.

SHOPPING CENTRES

Omnidata Solution:

Deployed WiFi to measure experiences and build a customer database

Outcome:

Increased customer database to over **300,000 (+500%)**, providing the centre with rich profiles of their customers and their behavior over a 3 year period.

Quick Service Retail

Increasing Revenue through Targeted Engagement

A QSR chain was looking for ways to increase the average ticket size in its restaurants.

QSR

Omnidata Solution:

Deployed WiFi to understand customer behavior and preferences

Integrated with POS and existing CRM to understand purchase behavior and loyalty

Automated, targeted offers can be delivered to customers in-restaurant via WiFi, SMS, or push notifications based on preferences and purchase history

Outcome:

Client has a better understanding of which offers drive conversions, and expects to increase average sales ticket by up to 40%
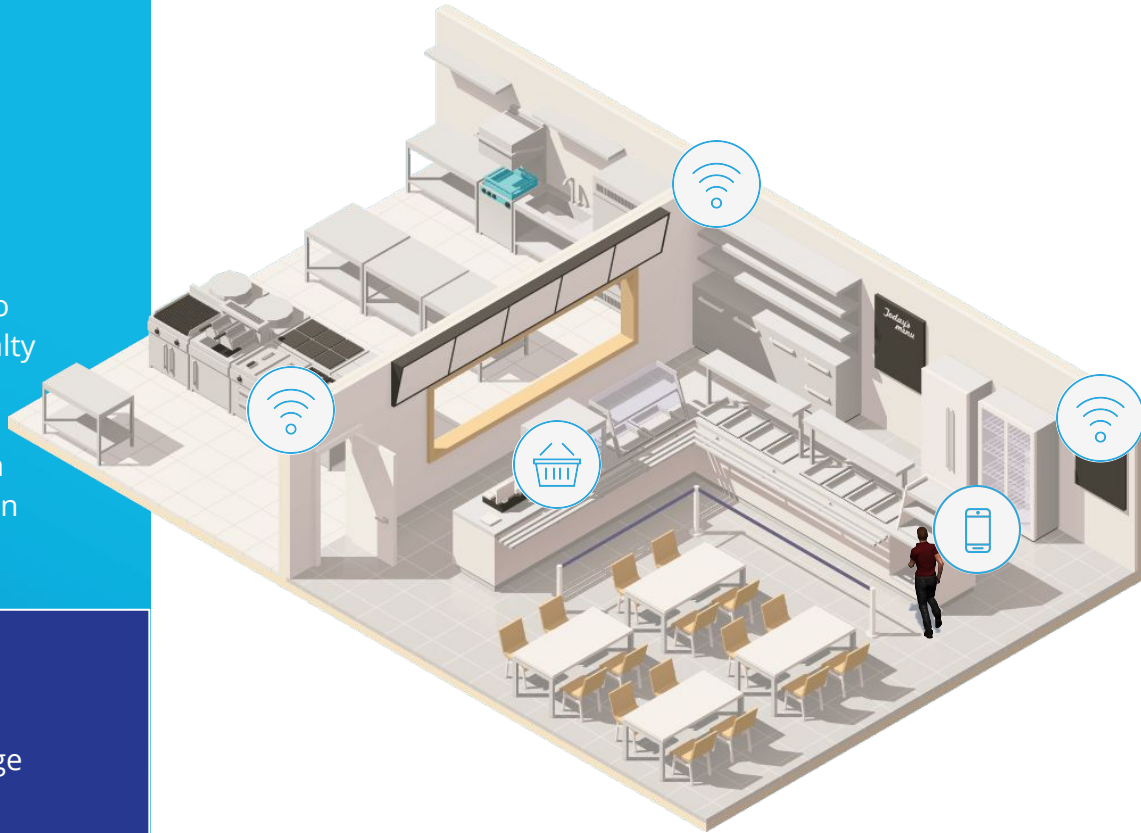
UNIVERSITIES

Measuring Student Attendance with WiFi Intelligence

A leading Australian University needed a better system for tracking attendance.

UNIVERSITIES

Omnidata Solution:

Leveraged existing WiFi network to measure student behavior

Correlated WiFi analytics with student timetables to understand which students attended classes they were scheduled for

Outcome:

University has a clearer understanding of how different subjects perform for attendance over time, and which behaviors are correlated with poor attendance.
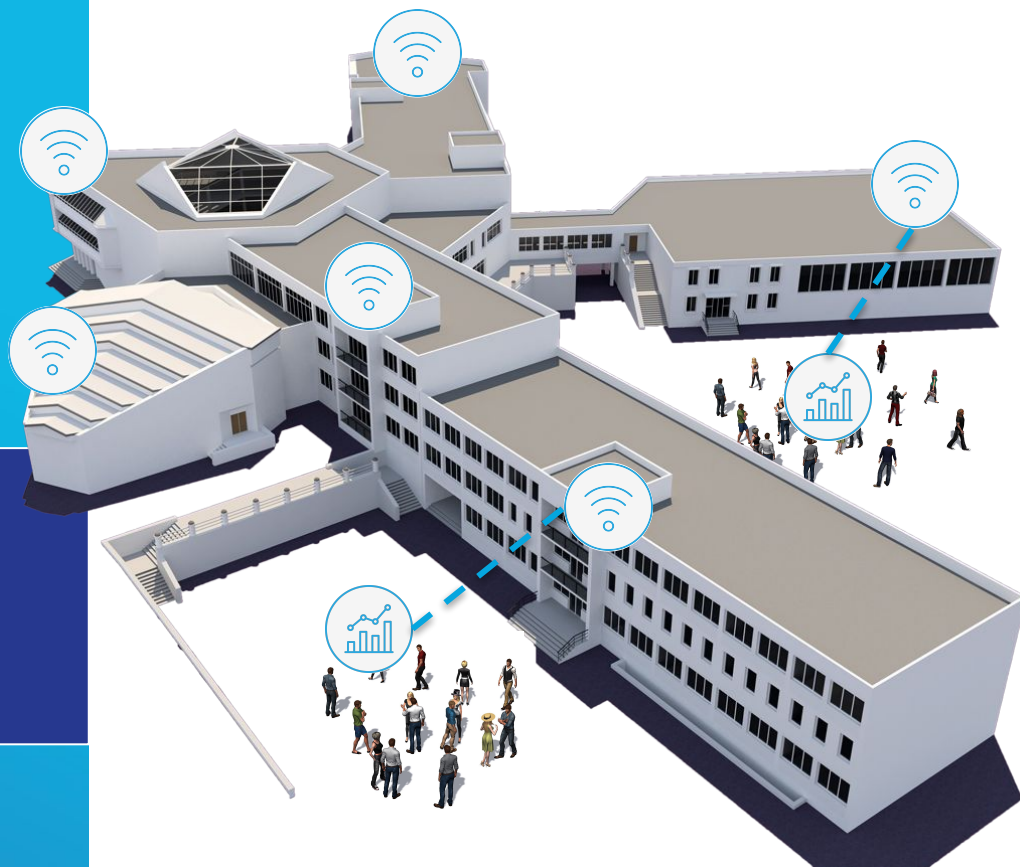
STADIUMS

Intelligent Improvements to the Fan Experience

A major sporting event with over 750,000 attendees wanted to make more intelligent decisions about where to invest in improving experiences.

STADIUMS

Omnidata Solution:

Unified fragmented WiFi networks to measure behavior and engagement throughout the stadium

Integrated with ticketing system to understand footfall

Automated delivery of surveys to fans on exit to collect feedback

Outcome:

Organizers were able to visualize the fan experience, and correlate actual experiences with survey data to identify the most impactful areas for improvement
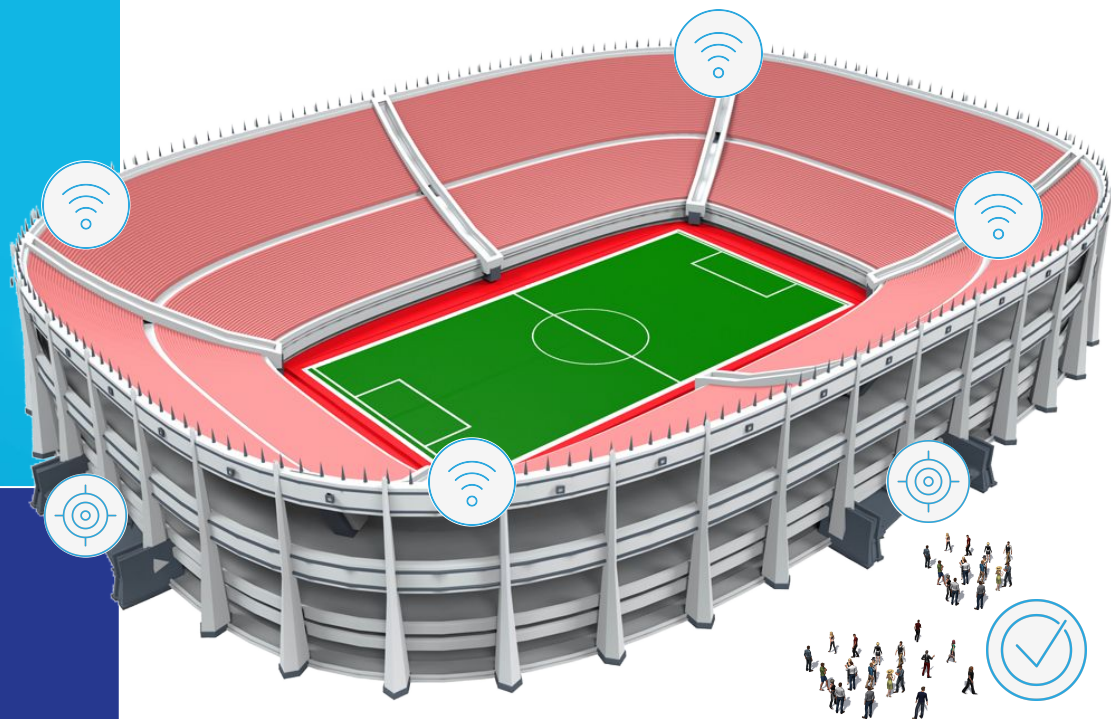
GROWTH STRATEGY

ORGANIC

▶ Direct Sales Team

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ORGANIC

Direct Sales Team

Channel Partnerships

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ORGANIC

Direct Sales Team

Channel Partnerships

Managed Service Provider

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ORGANIC

▷ Direct Sales Team

▶ Channel Partnerships

○ Managed Service Provider
○ Value Added Reseller

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ORGANIC

▷ Direct Sales Team

▶ Channel Partnerships

○ Managed Service Provider

○ Value Added Reseller

○ Tech Partners

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KEY CHANNEL PARTNERSHIPS

(Cincinnati Bell)

MARKET OPPORTUNITY

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Diversified Product & Service Offering with Global Application

Shopping Centres

Retail Outlets

Universities

Casinos

Airports

Gyms

Hospitals

Restaurants
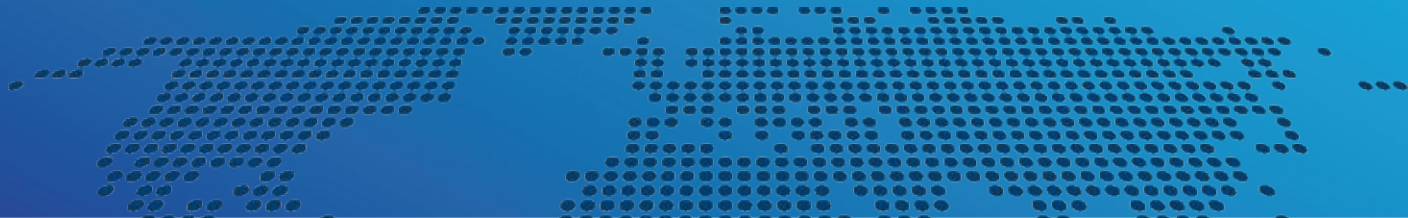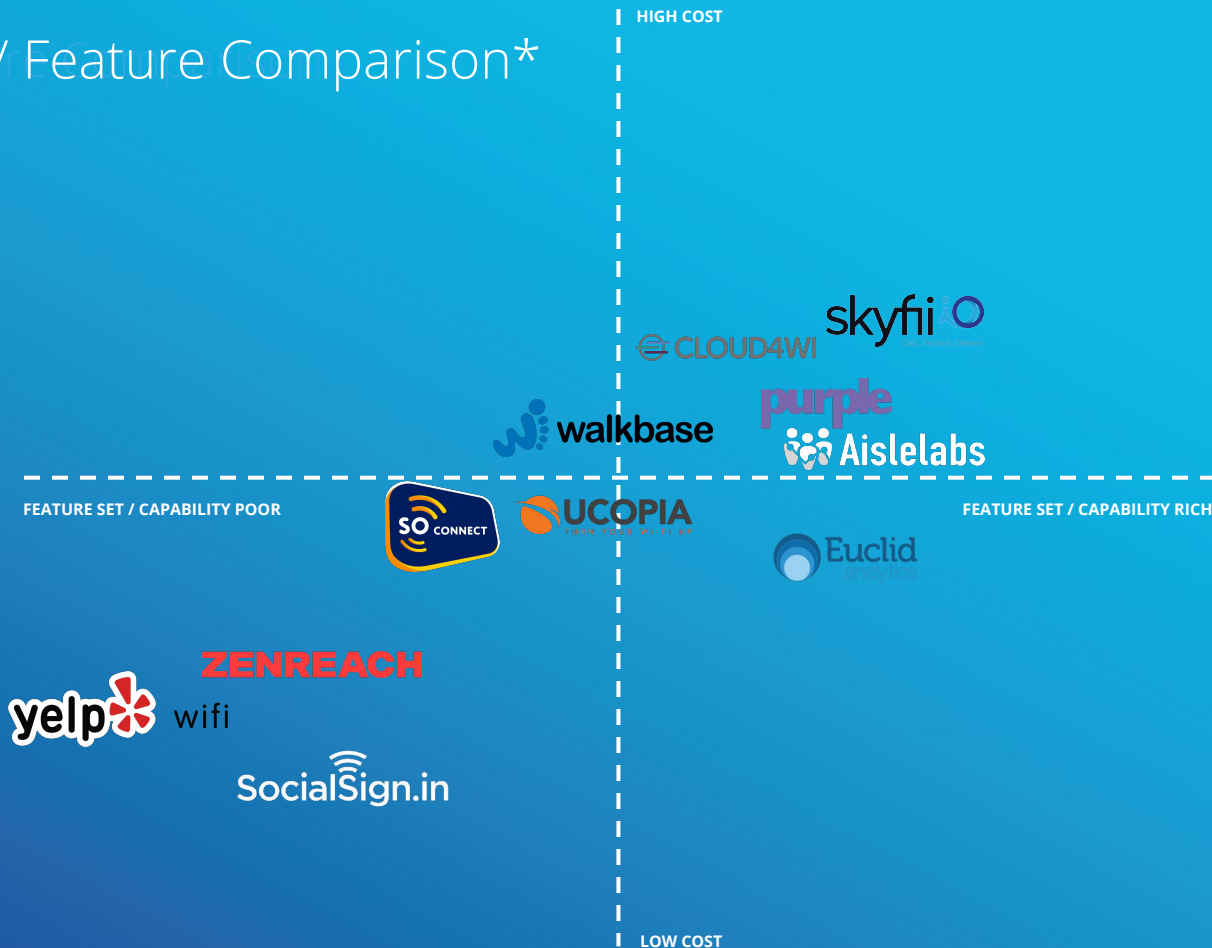
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Peer Cost / Feature Comparison*

HIGH COST

LOW COST

FEATURE SET / CAPABILITY POOR

FEATURE SET / CAPABILITY RICH

CLOUD4WI

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purple

walkbase

Aislelabs

SO CONNECT

UCOPIA

Euclid

ZENREACH

yelp wifi

SocialSign.in

skyfii.iO

Peer/Cost / Feature Comparison*

HIGH COST

Enterprise

FEATURE SET / CAPABILITY POOR

FEATURE SET / CAPABILITY RICH

CLOUD4WI

skyfii

walkbase

purple

Aislelabs

SO CONNECT

UCOPIA

Euclid analytics

ZENREACH

yelp wifi

SocialSign.in

Non Enterprise

LOW COST

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Peer Cost / Feature Comparison*

HIGH COST

Enterprise

CLOUD4WI   skyfii iO
Data . Decision . Delivery

purple

Aislelabs

walkbase

FEATURE/CAPABILITY POOR

SO CONNECT   UCOPIA

Euclid

FEATURE/CAPABILITY RICH

ZENREACH

yelp wifi

SocialSign.in

Non-Enterprise

LOW COST
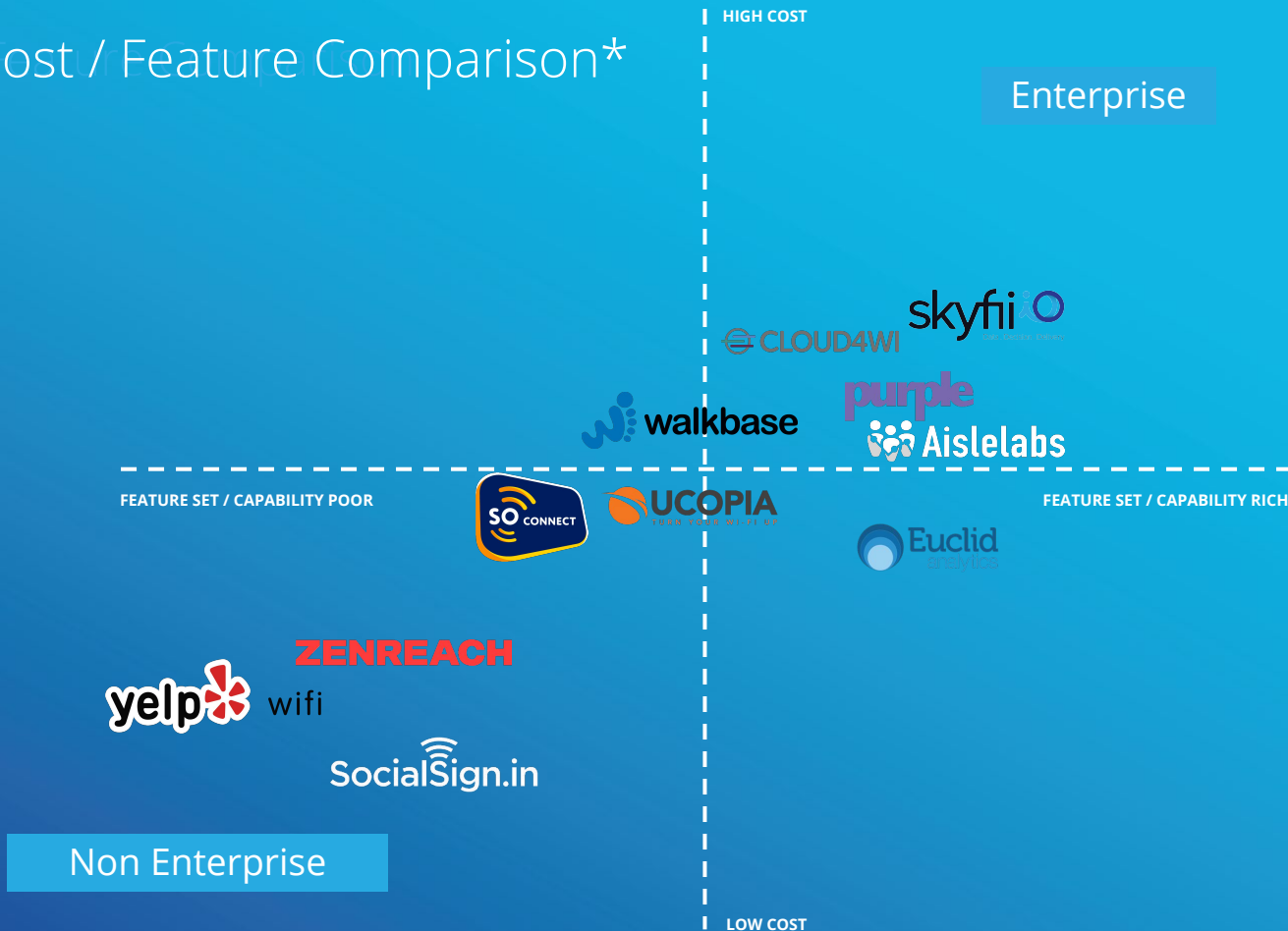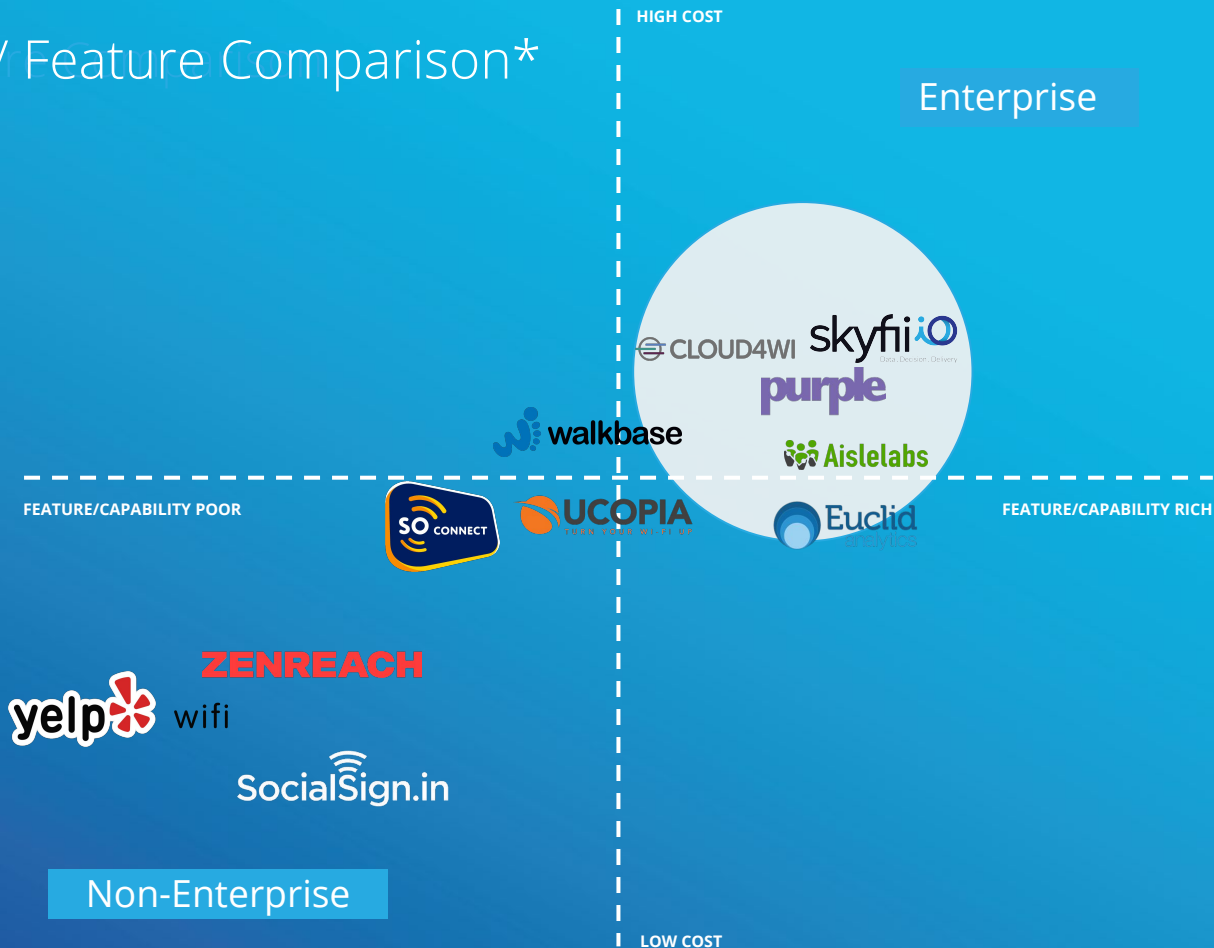
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Enterprise Software Competitors

	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**

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

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Enterprise Client Snapshot

FINANCIAL HIGHLIGHTS

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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.

MS= Marketing Services   DCS= Data Consultancy Services

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Diversified Revenue Mix

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

84.7% CAGR

Chart axis: AUD $0.0m, AUD $0.5m, AUD $1.0m, AUD $1.5m, AUD $2.0m, AUD $2.5m, AUD $3.0m, AUD $3.5m, AUD $4.0m, AUD $4.5m

Categories: 2H FY15, 1H FY16, 1H FY16, 1H FY17, 2H FY17, 1H FY18, 2H FY18, 1H FY19

Legend: ■ RECURRING REVENUE ■ NON-RECURRING REVENUE ■ SERVICES REVENUE

* Provisional unaudited for the 1HFY2019

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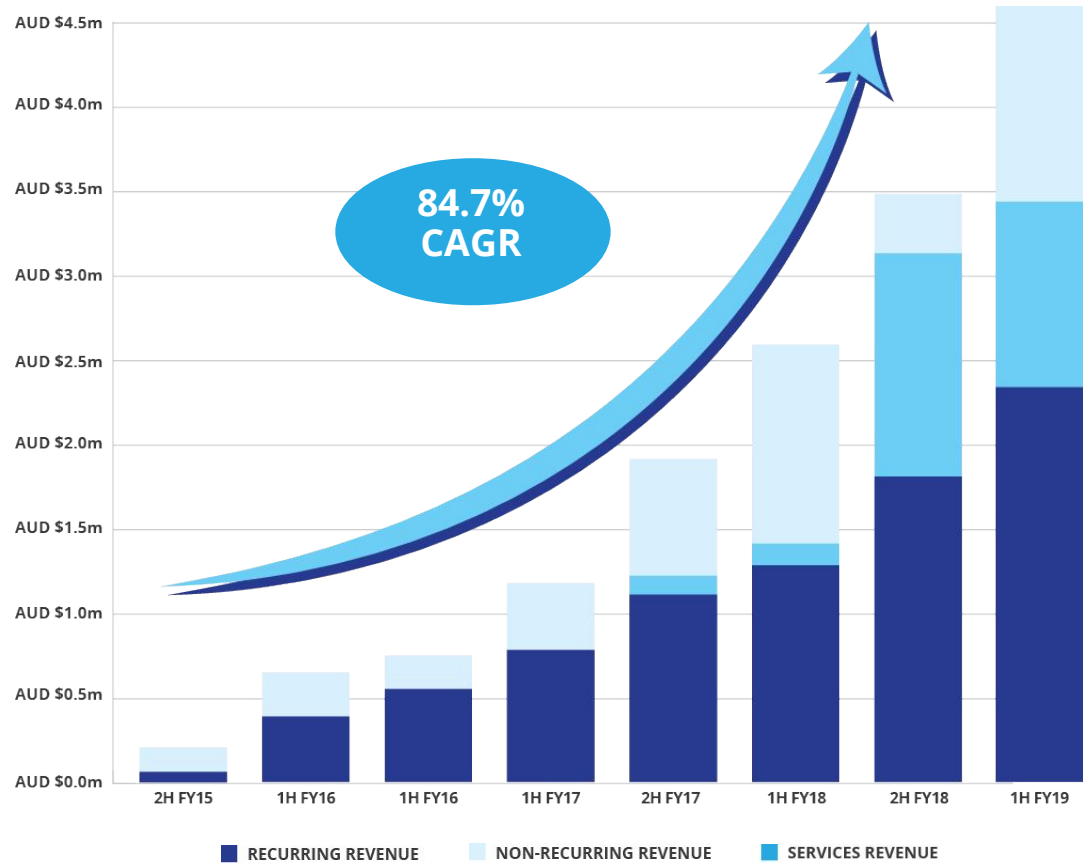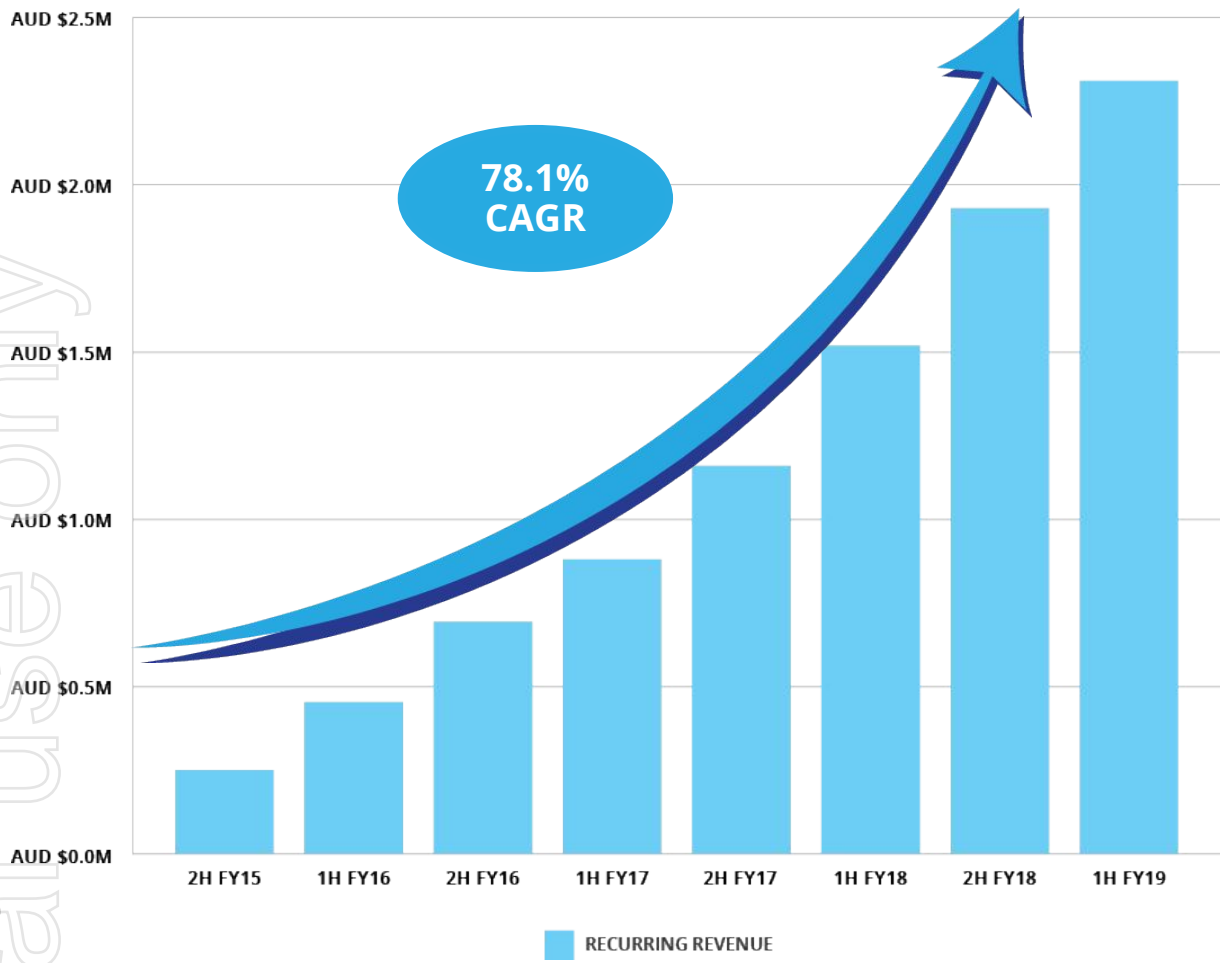
Subscription Revenues

- Recurring Revenues are typically contracted on 3-5 year contract terms.

- Recurring Revenue 78.1% CAGR over 4 years: 2H FY2015-1H FY2019.

78.1% CAGR

RECURRING REVENUE

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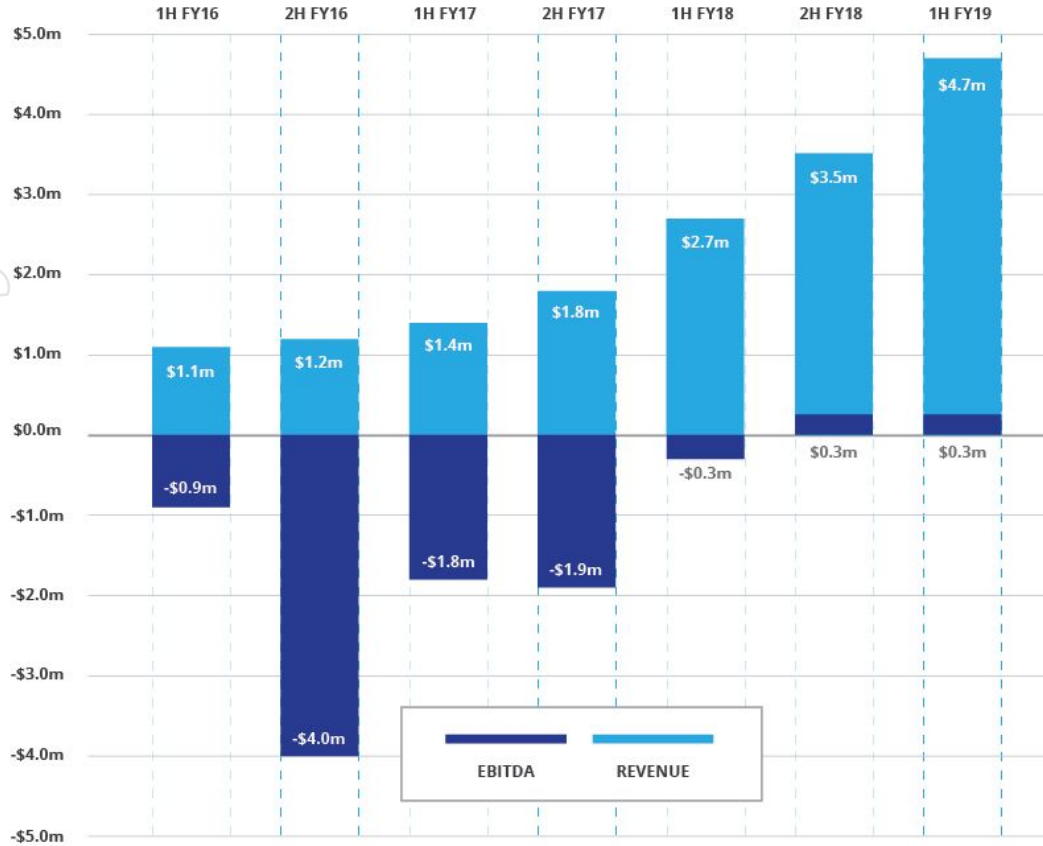
Strong EBITDA Performance

- Targeting continued top line revenue growth.

- Stated strategy to maintain EBITDA positive FY2019.

- Continued investment into the operating model.

OUTLOOK

Operational Focus Areas

1.
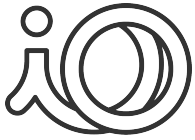
Innovation and expansion of our global IO Platform

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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Important Notice and Disclaimer

internal use only

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