



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*

Internal use only

BUSINESS OVERVIEW

Company Overview

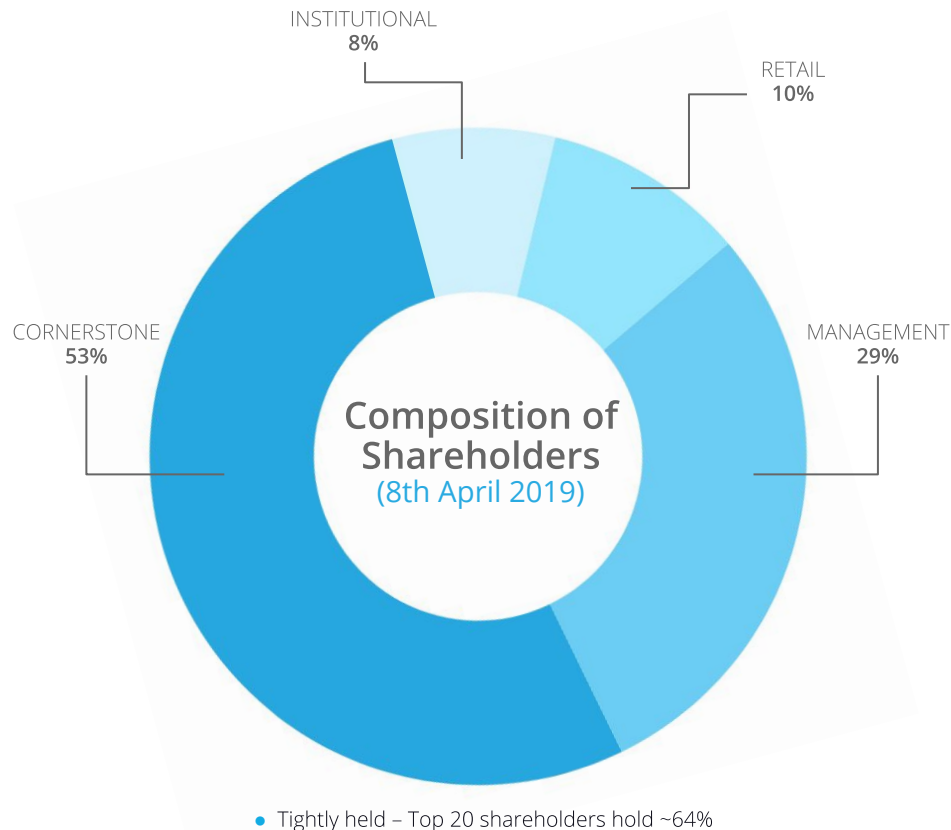
KEY MARKET STATISTICS

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

* 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).



BUSINESS OVERVIEW

\$6.2m (+92%)

Revenue
FY2018

43

Employees

\$4.7m (+34%)

1H FY2019 v 2H FY2018

EBITDA POSITIVE

since 2018

5

Country offices

+\$290k EBITDA

(1H FY2019)

~60%

SaaS recurring
revenues (FY2018)

38.7%

Revenue from
international
operations (FY2018)

23.9m

registered users by
end of Q2 FY2019

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

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

Internal use only

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



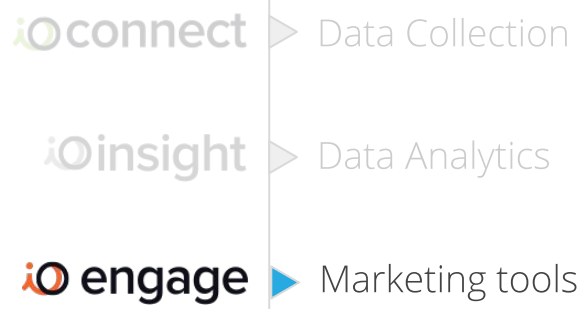
Enabling data-driven decision making for development, operations and marketing outcomes:

- Venue reporting
- Visitor Flow
- Heat mapping



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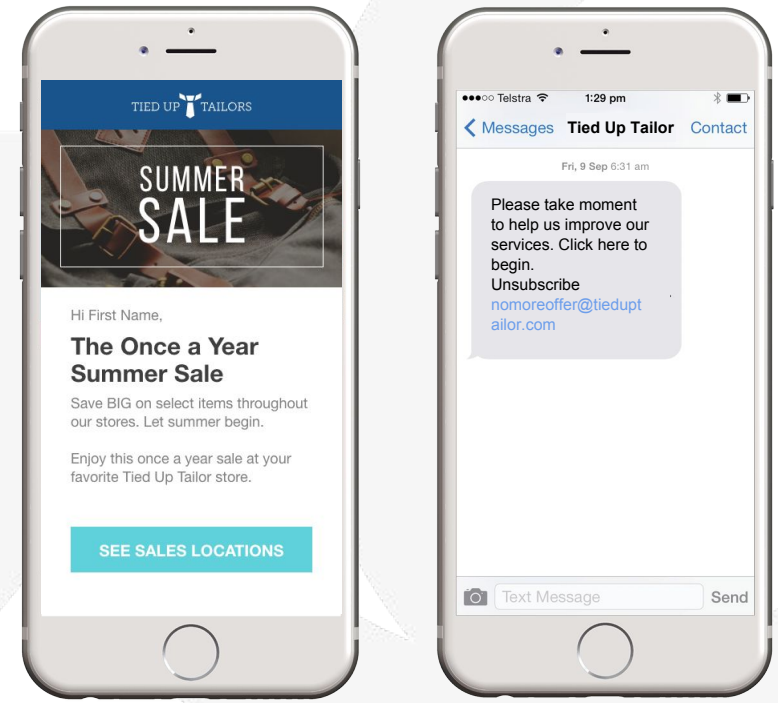
IO PLATFORM



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

nal use only

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

Omnicdata 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

Omnicdata Solution:



Deployed WiFi to understand customer behavior and preferences



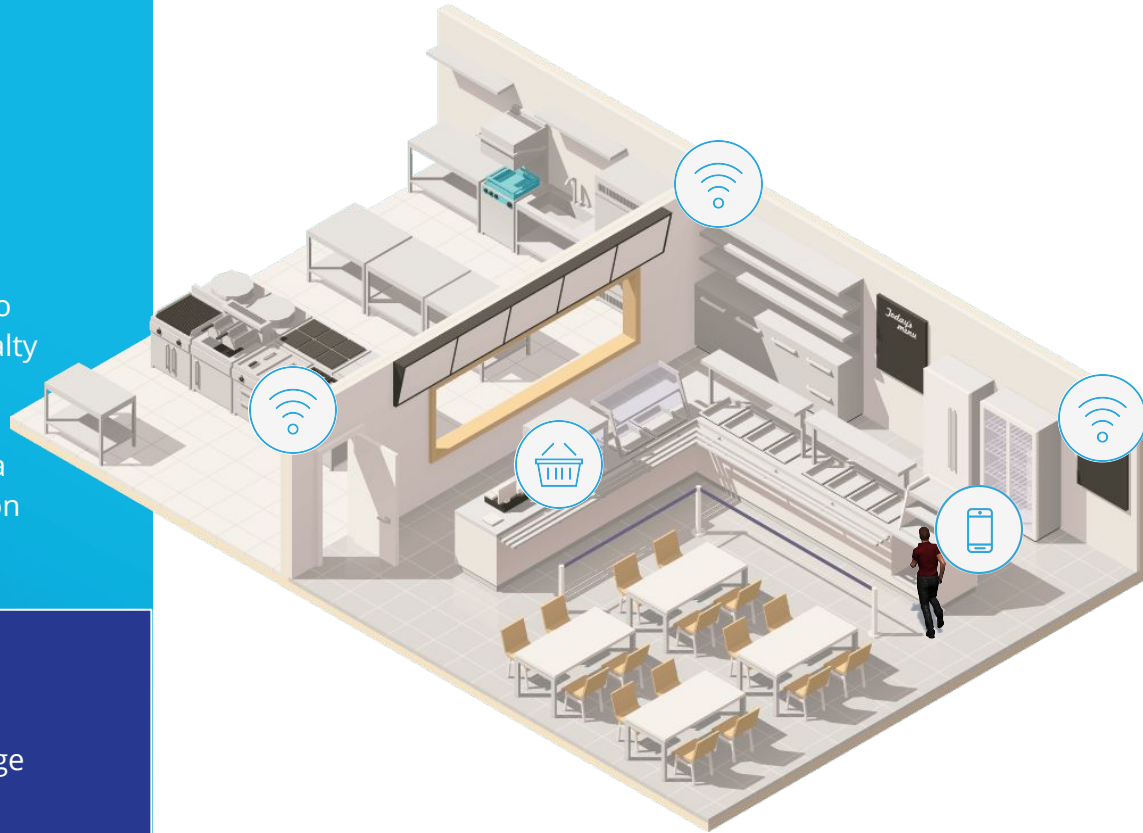
Integrated with POS and existing CRM to understand purchase behavior and loyalty



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

Omnicdata Solution:



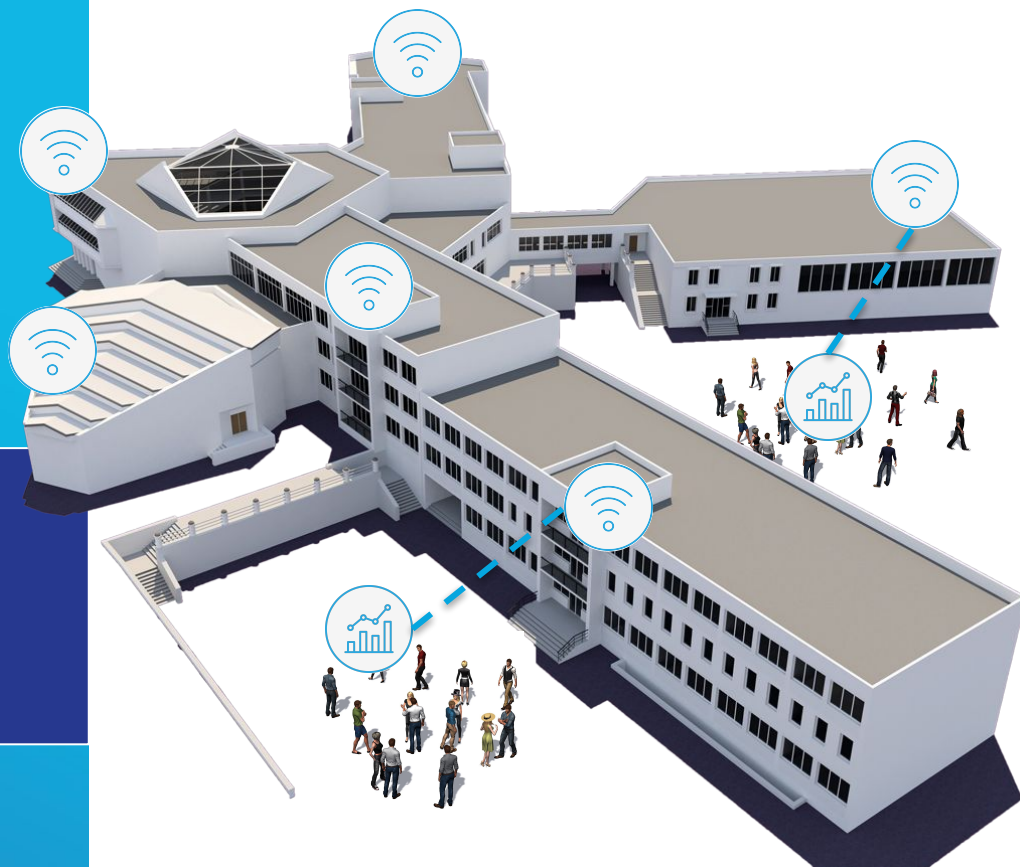
Leveraged existing WiFi network to measure student behavior



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



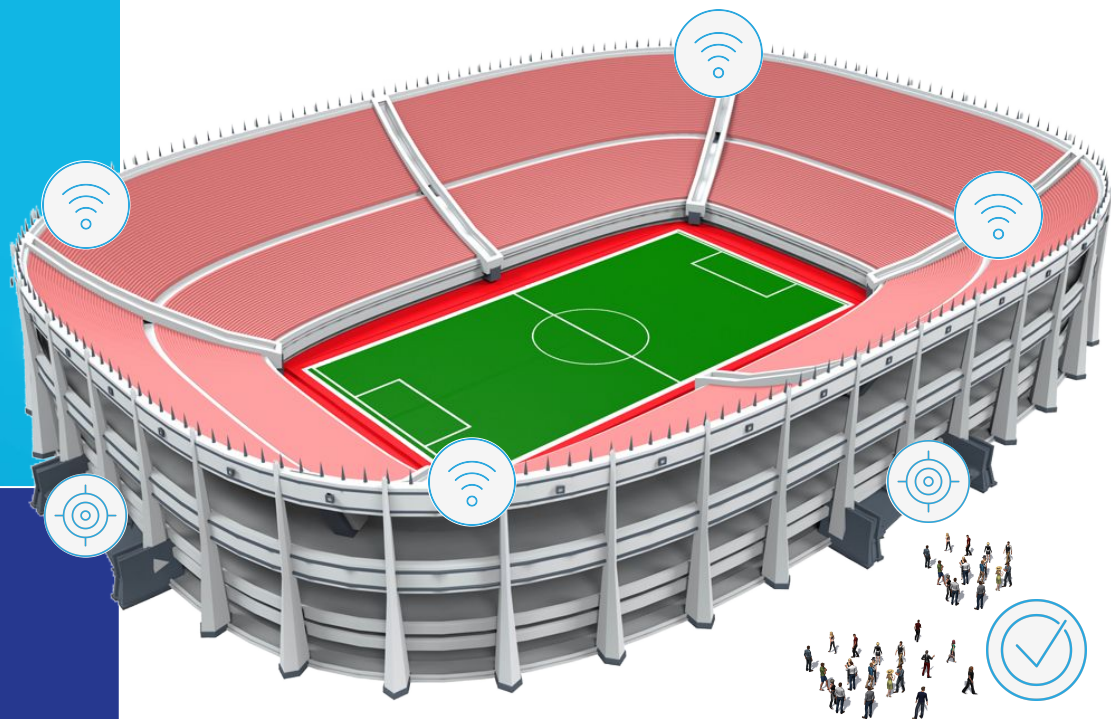
Integrated with ticketing system to understand footfall



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



Internal 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



(Cincinnati Bell)



internal use only

Internal use only

MARKET OPPORTUNITY

Diversified Product & Service Offering with Global Application



Shopping Centres



Retail Outlets



Universities



Casinos



Airports



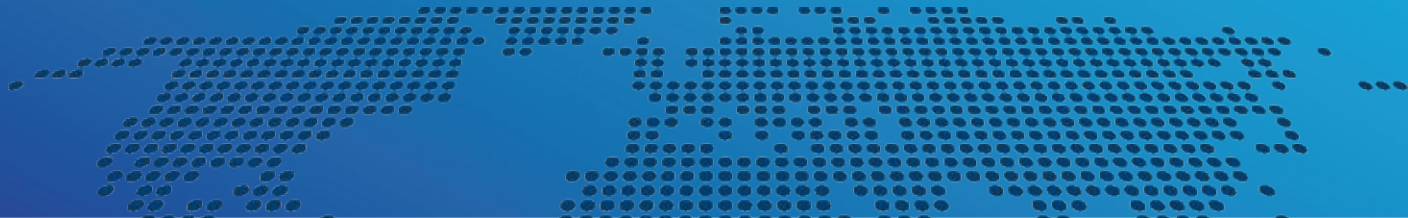
Gyms



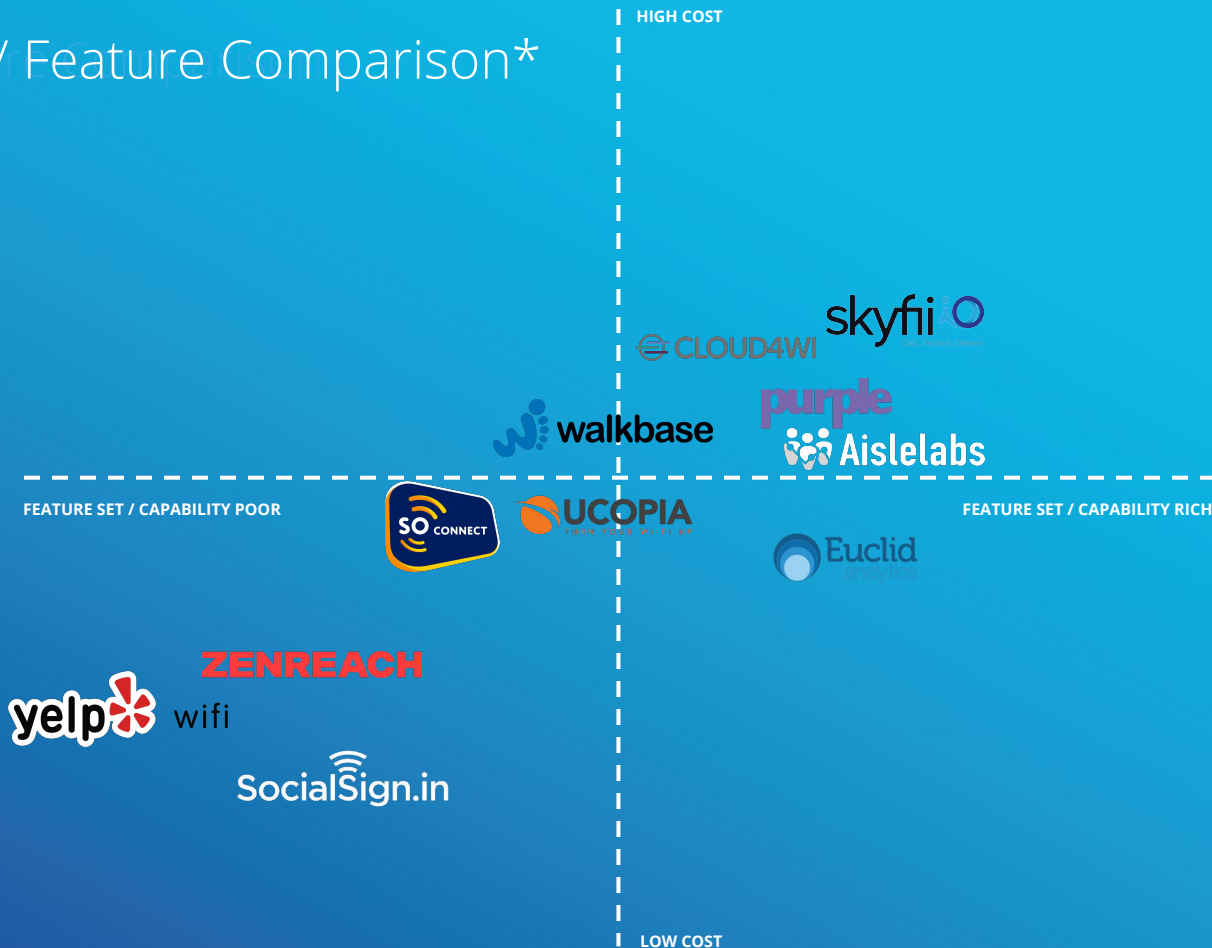
Hospitals



Restaurants

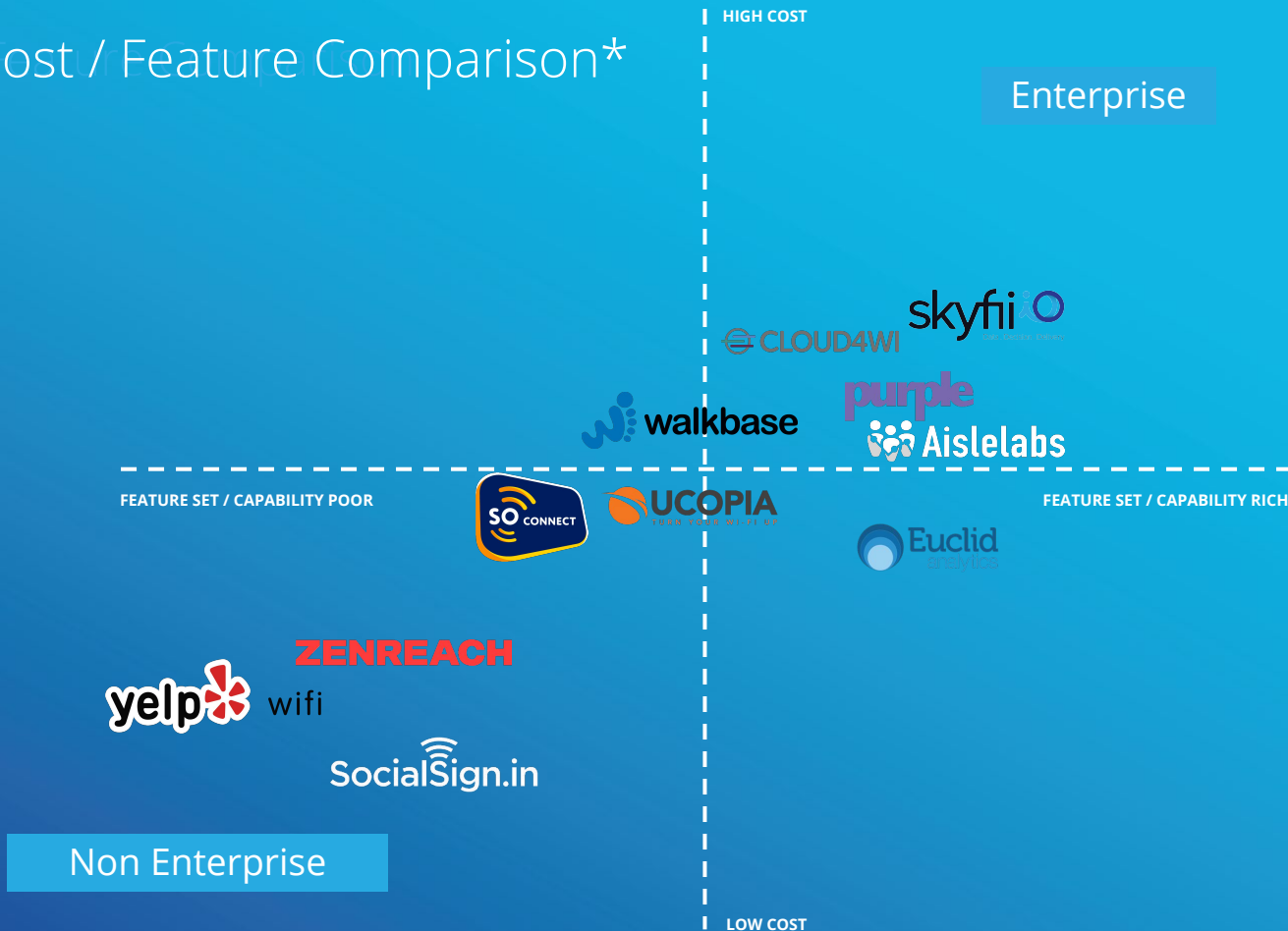


Peer / Cost / Feature Comparison*



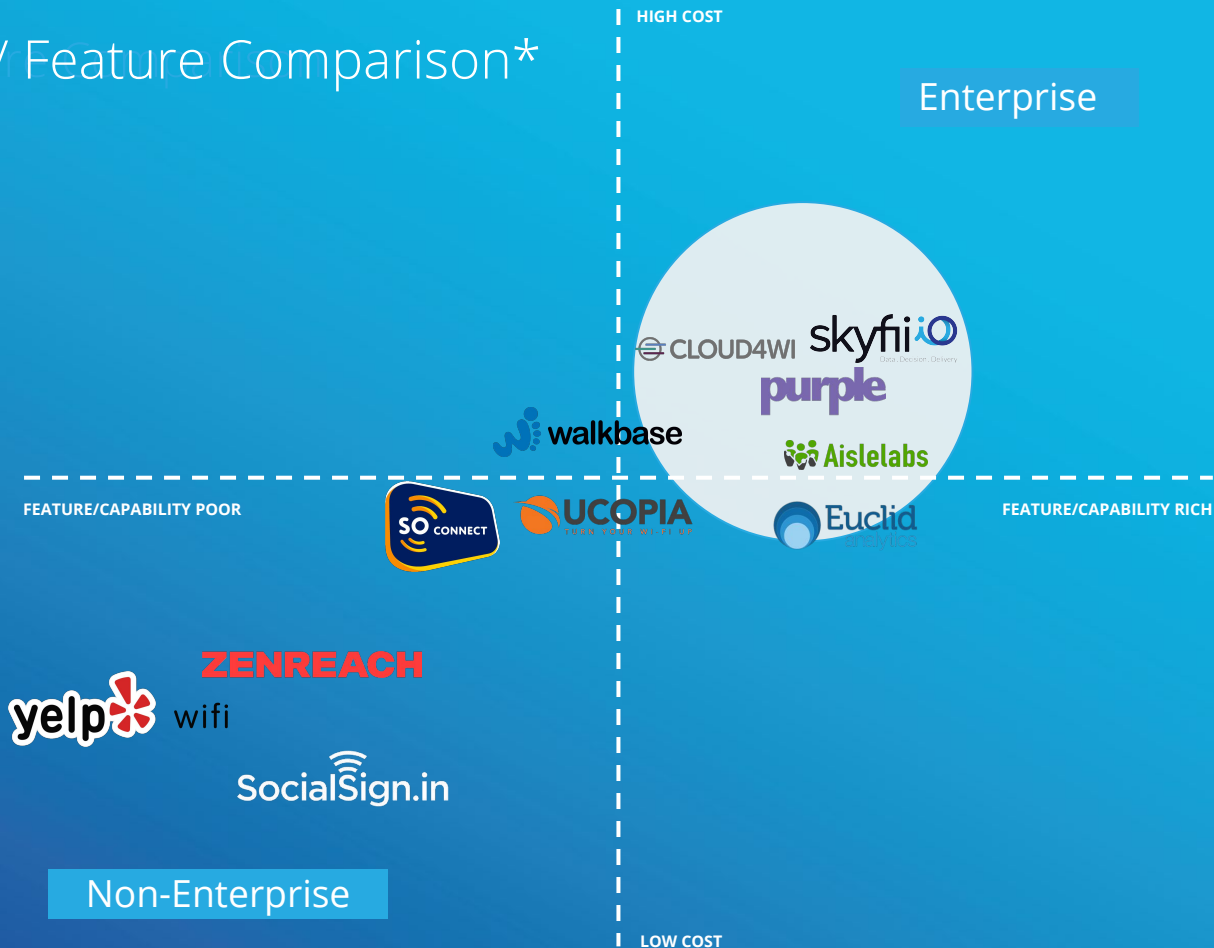
* All peers are privately owned companies.

Peer / Cost / Feature Comparison*



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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



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.

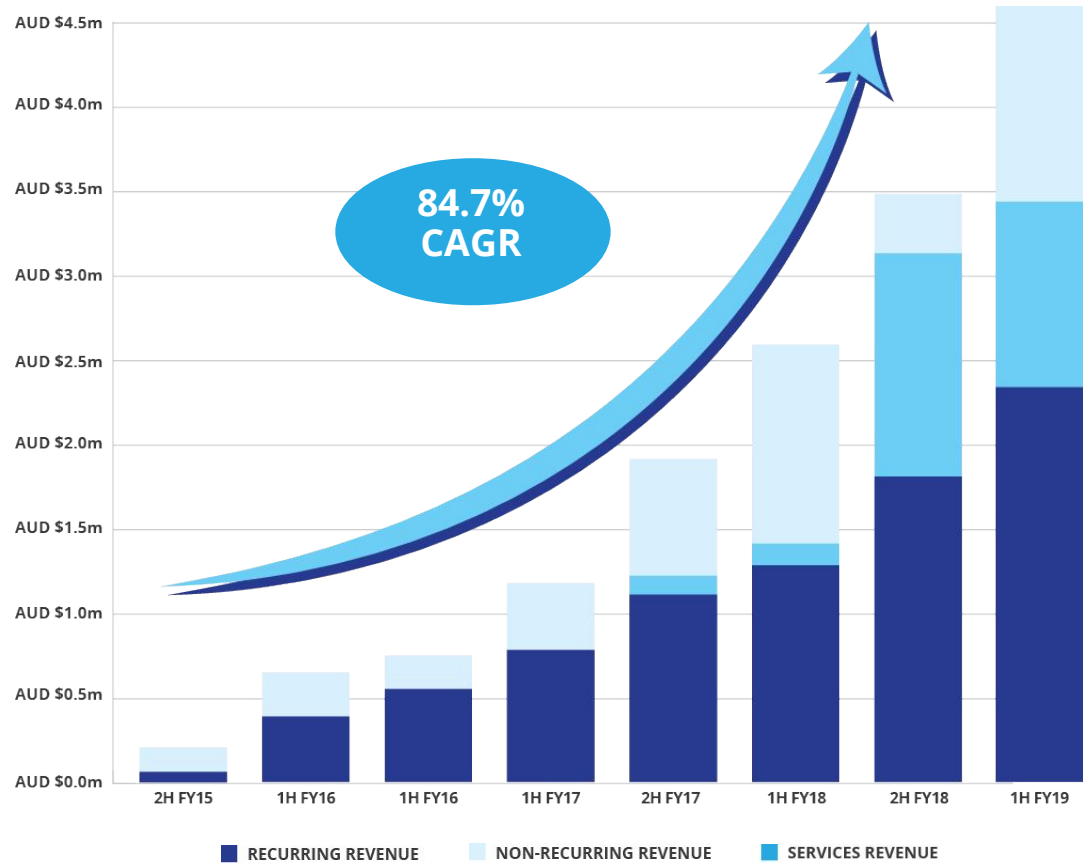


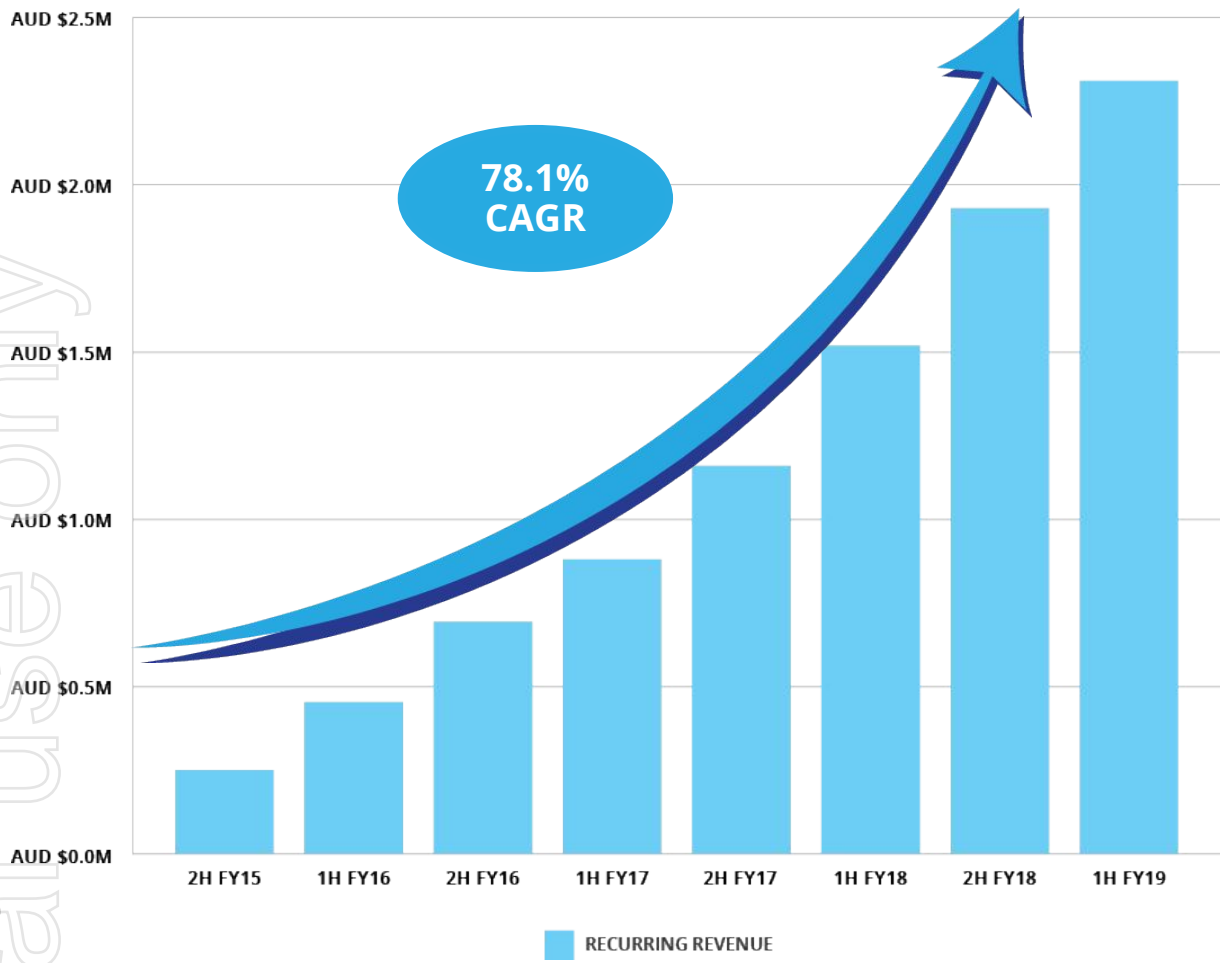
NON-RECURRING REVENUES

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

Diversified Revenue Mix

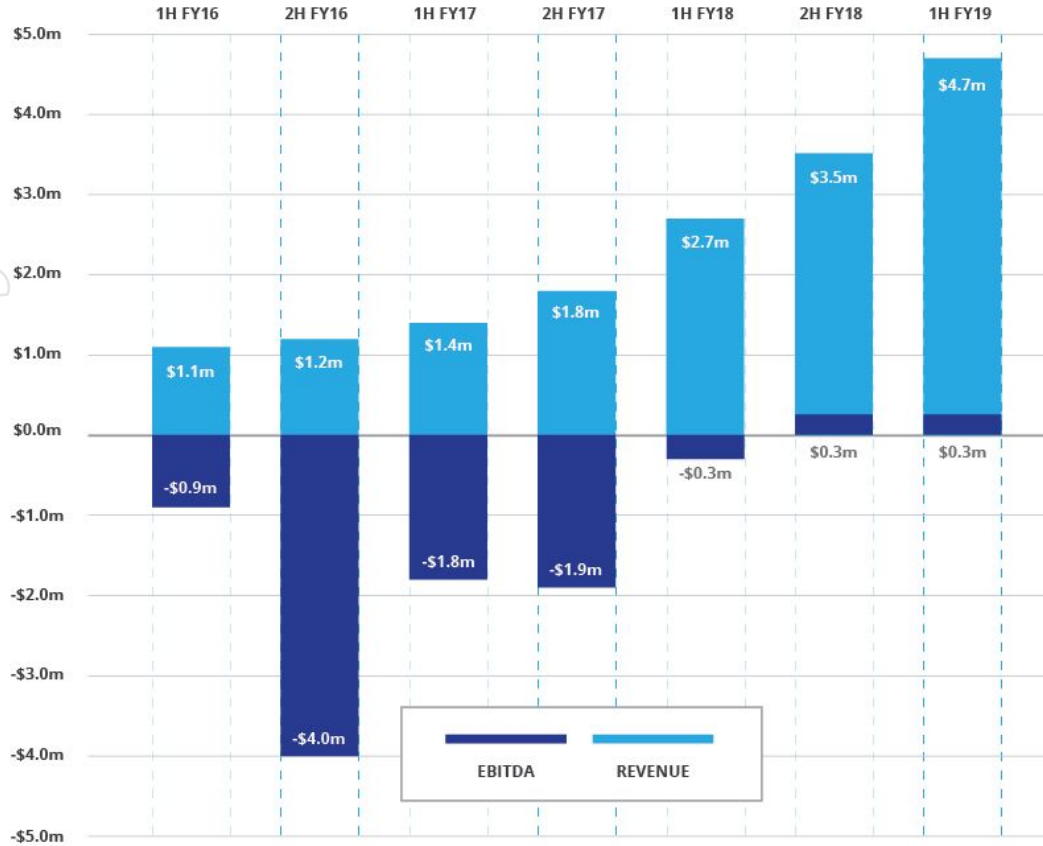
- Total Revenue 84.7% CAGR over 4 years: 2H FY2015-1H FY2019.





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.



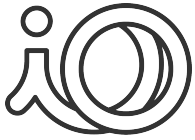
Strong EBITDA Performance

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

OUTLOOK

Operational Focus Areas

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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