

mal use only



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

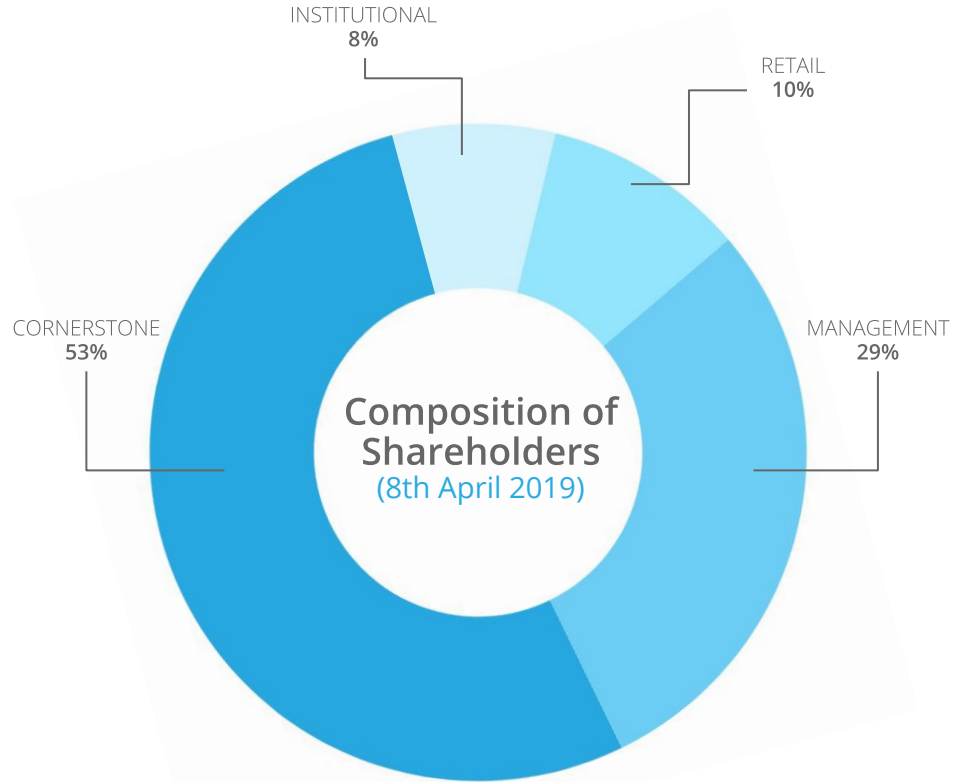
Company Overview

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



• 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).

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
- iO engage** ▶ Marketing Tools



Internal use only

IO PLATFORM

ioconnect

▶ Data Collection

▶ Data Services

ioinsight

▶ Data Analytics

▶ Marketing Services

ioengage

▶ Marketing Tools



Internal use only

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

Internal use only

IO PLATFORM

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




 PEOPLE COUNTERS

Internal use only

IO PLATFORM

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



 | 2D & 3D CAMERAS

Internal use only

IO PLATFORM

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



 | POINT OF SALE

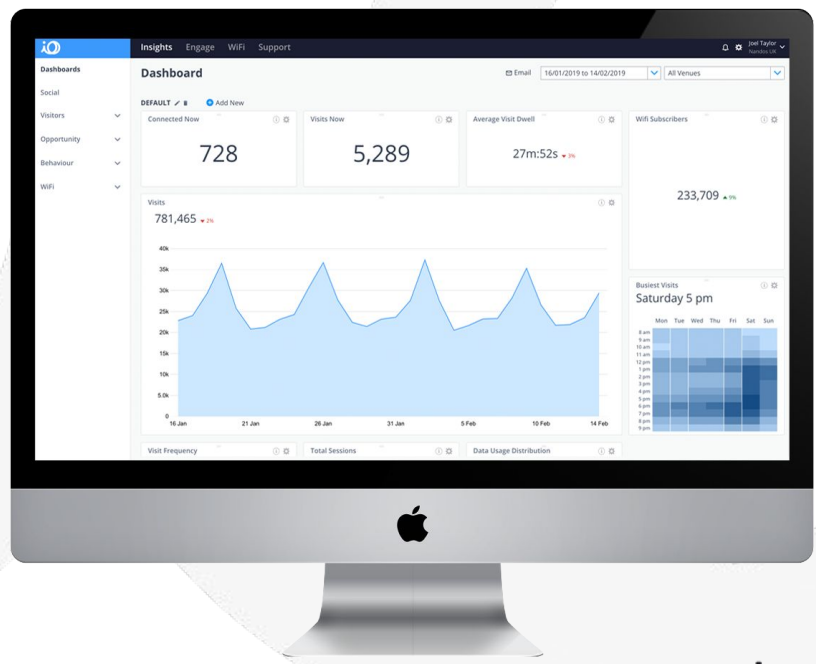
Internal use only

IO PLATFORM

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

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

- Venue reporting



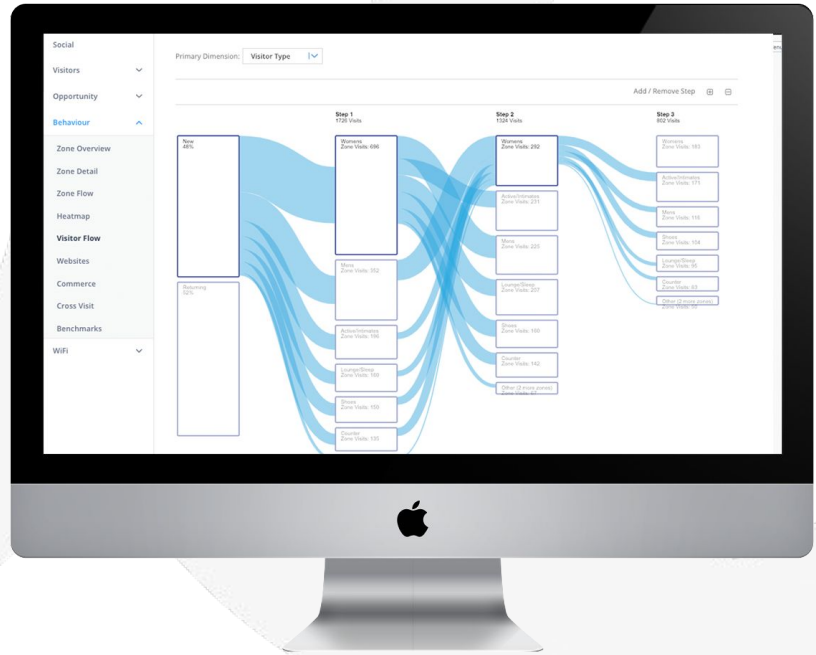
IO PLATFORM

Internal use only

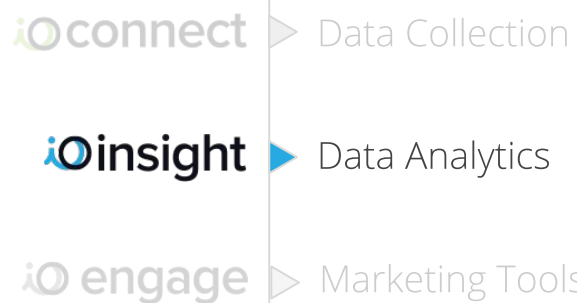
- ioconnect** ▶ Data Collection
- ioinsight** ▶ Data Analytics
- ioengage** ▶ Marketing Tools

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

- Venue reporting
- Visitor Flow

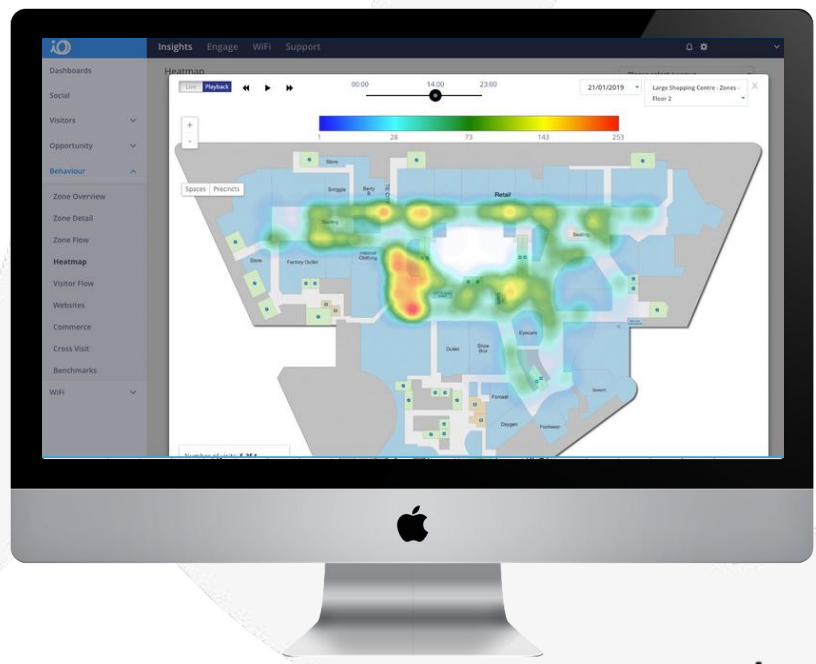


Internal use only
IO PLATFORM






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

- Venue reporting
- Visitor Flow
- Heat mapping



Final use only

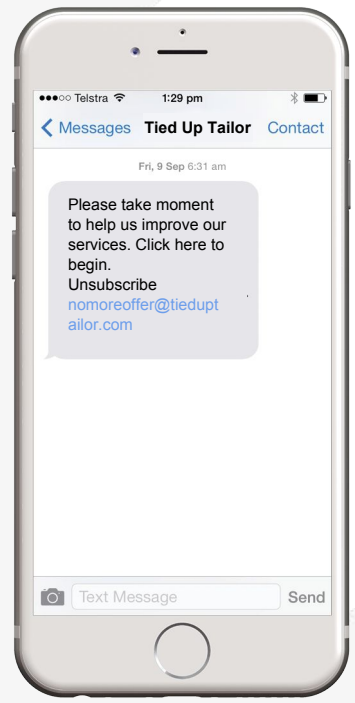
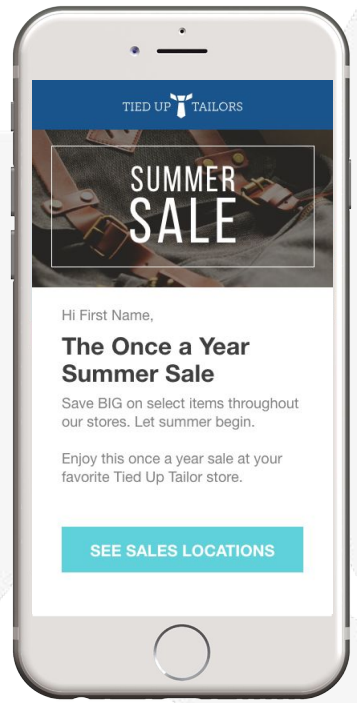
IO PLATFORM

-  Data Collection
-  Data Analytics
-  Marketing tools

An omnichannel data-driven marketing toolset.

Email, SMS and push notification:

- Proximity marketing



IO PLATFORM

ioconnect

▶ Data Collection



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.



Consumer Research



Bespoke Automation



Shopper Sentiment



Marketing Optimisation

mal 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

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



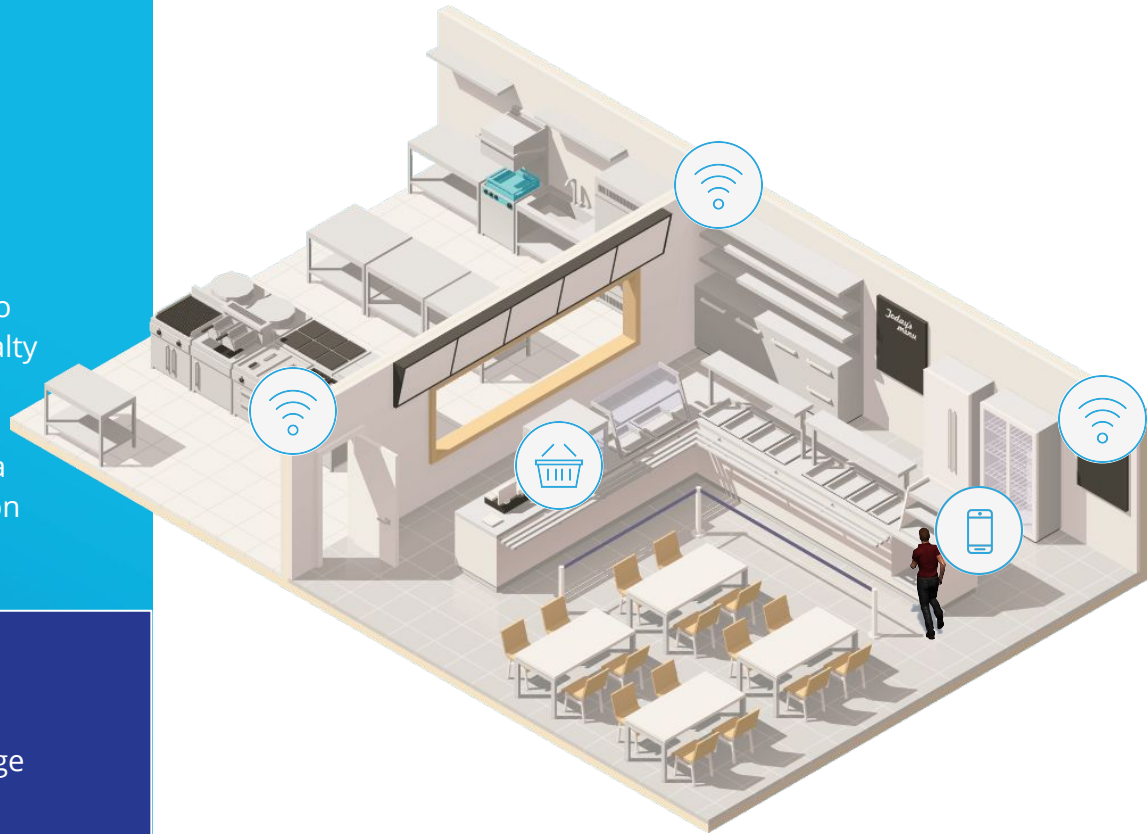
Integrated with POS and existing CRM to understand purchase behavior and loyalty



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



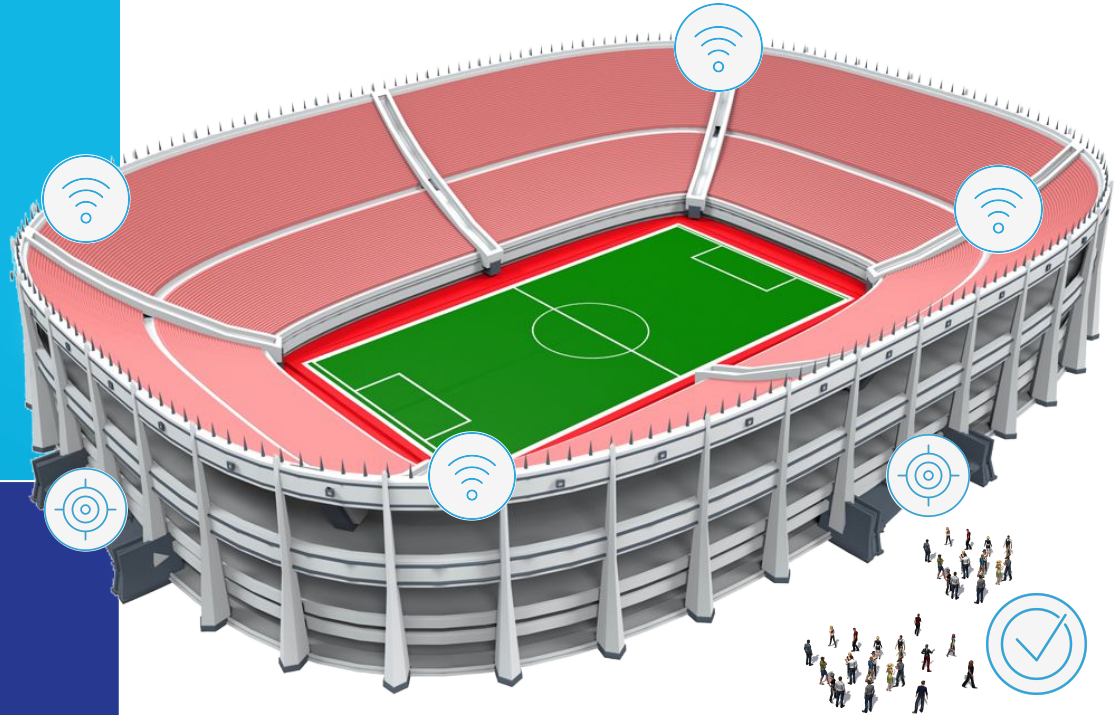
Integrated with ticketing system to understand footfall



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



Internal use only

GROWTH STRATEGY

Internal use only

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



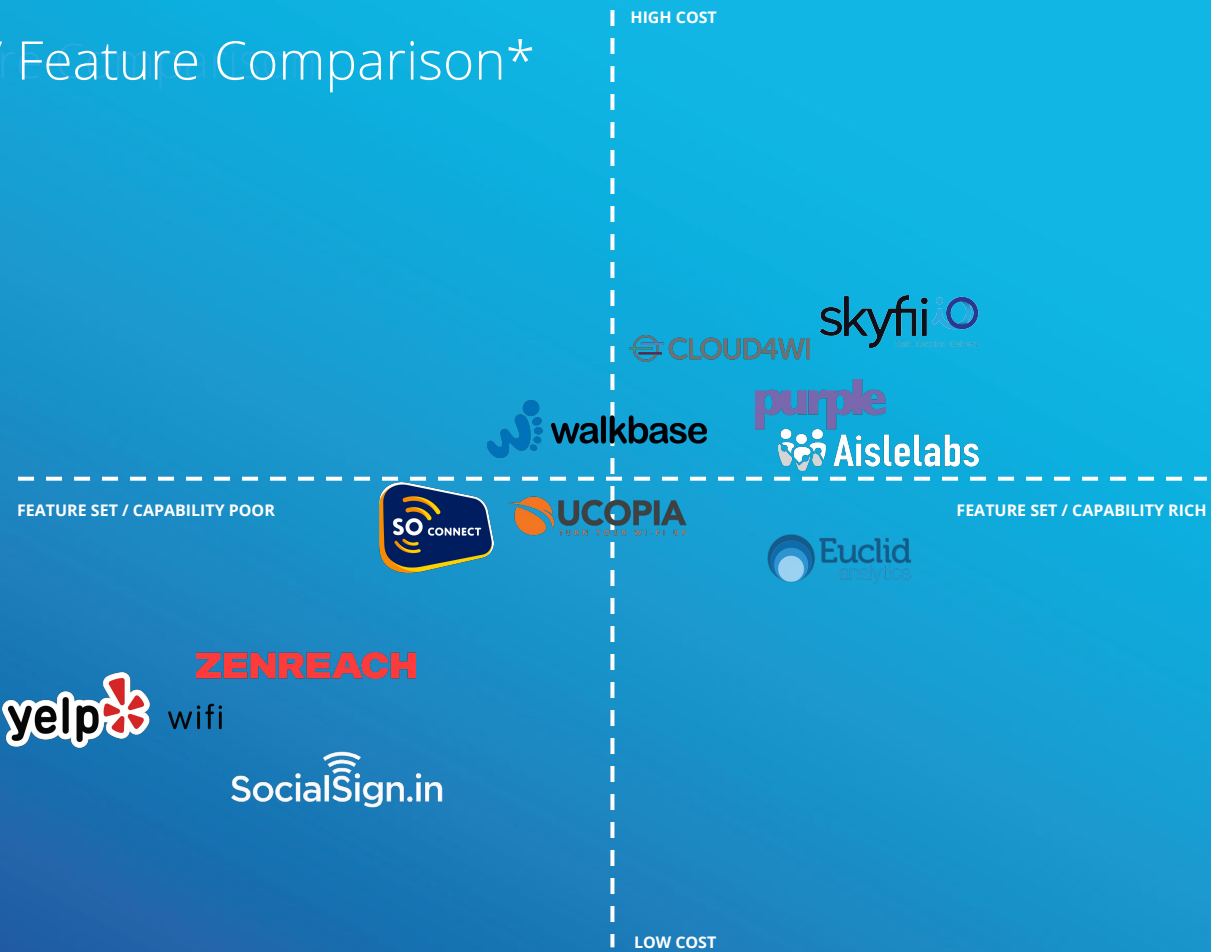
Hospitals



Restaurants



Peer/Cost / Feature Comparison*

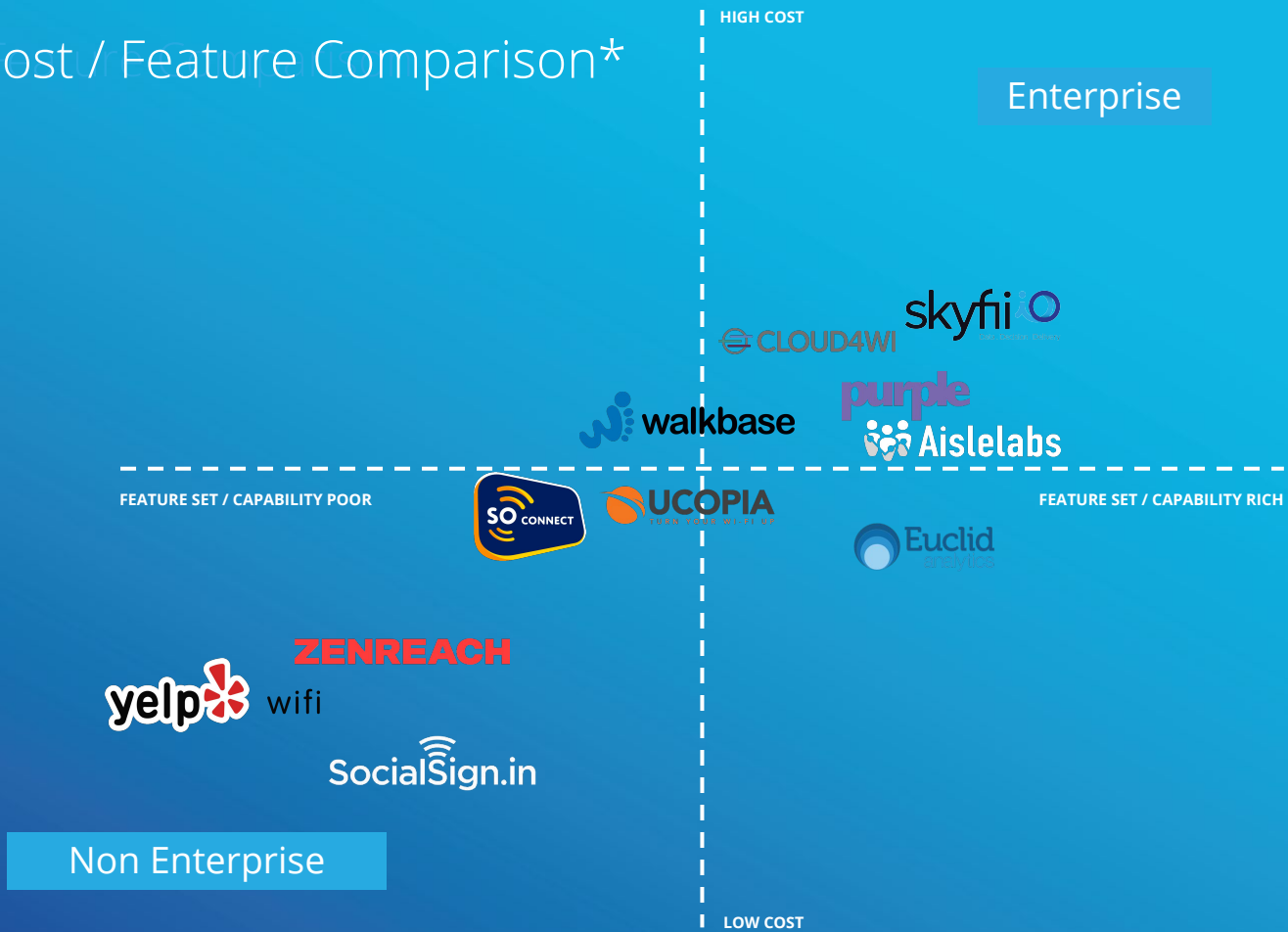


Internal use only

* All peers are privately owned companies.

Peer/Cost / Feature Comparison*

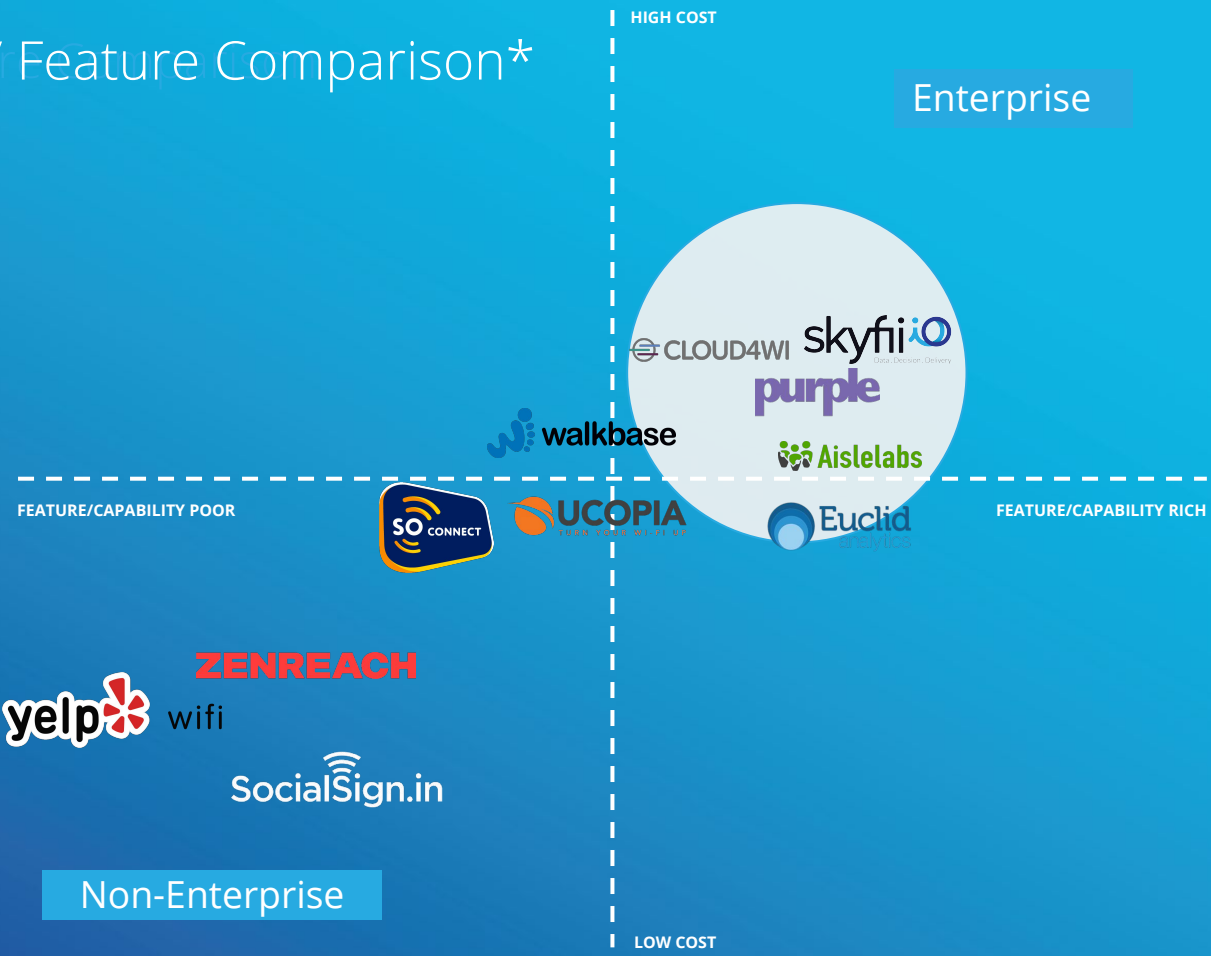
Internal use only



* All peers are privately owned companies.

Peer/Cost / Feature Comparison*

Internal use only



* 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	✓			

Internal use only

PATHWAY TO NUMBER ONE

usa only

ESTABLISH AN INTERNATIONAL PLATFORM

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



41 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



Internal use only

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.

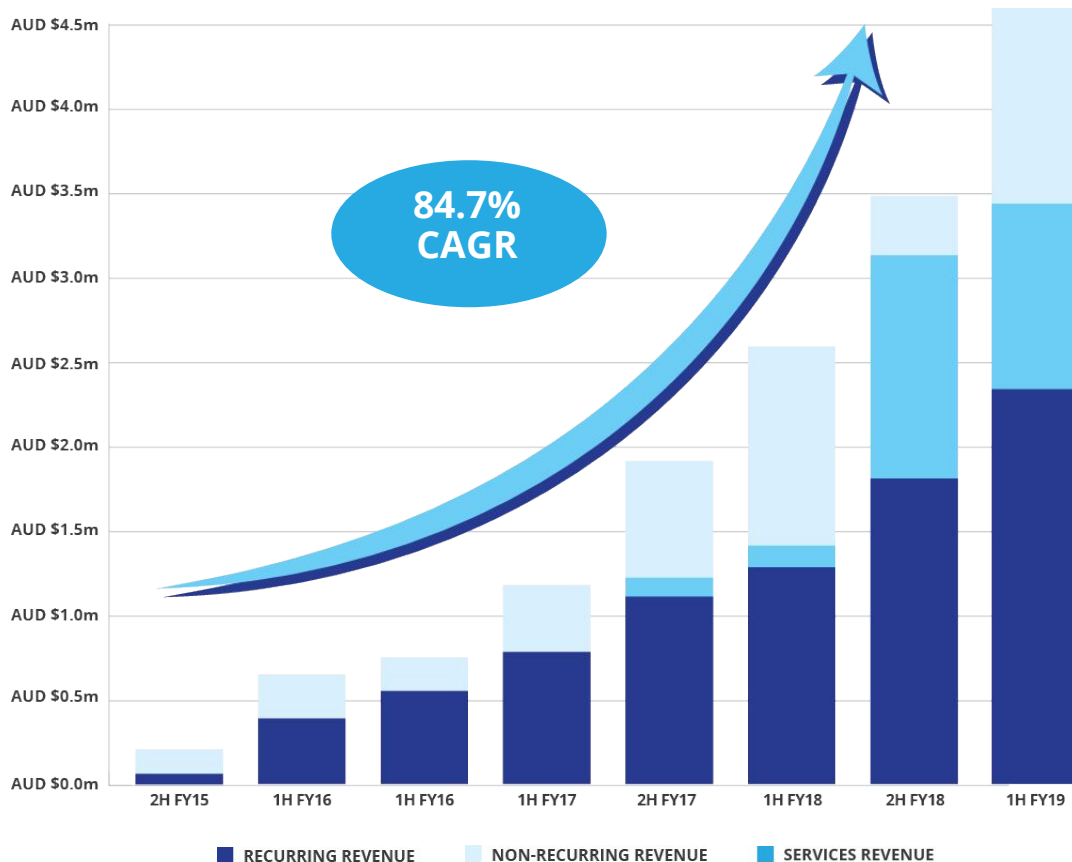


NON-RECURRING REVENUES

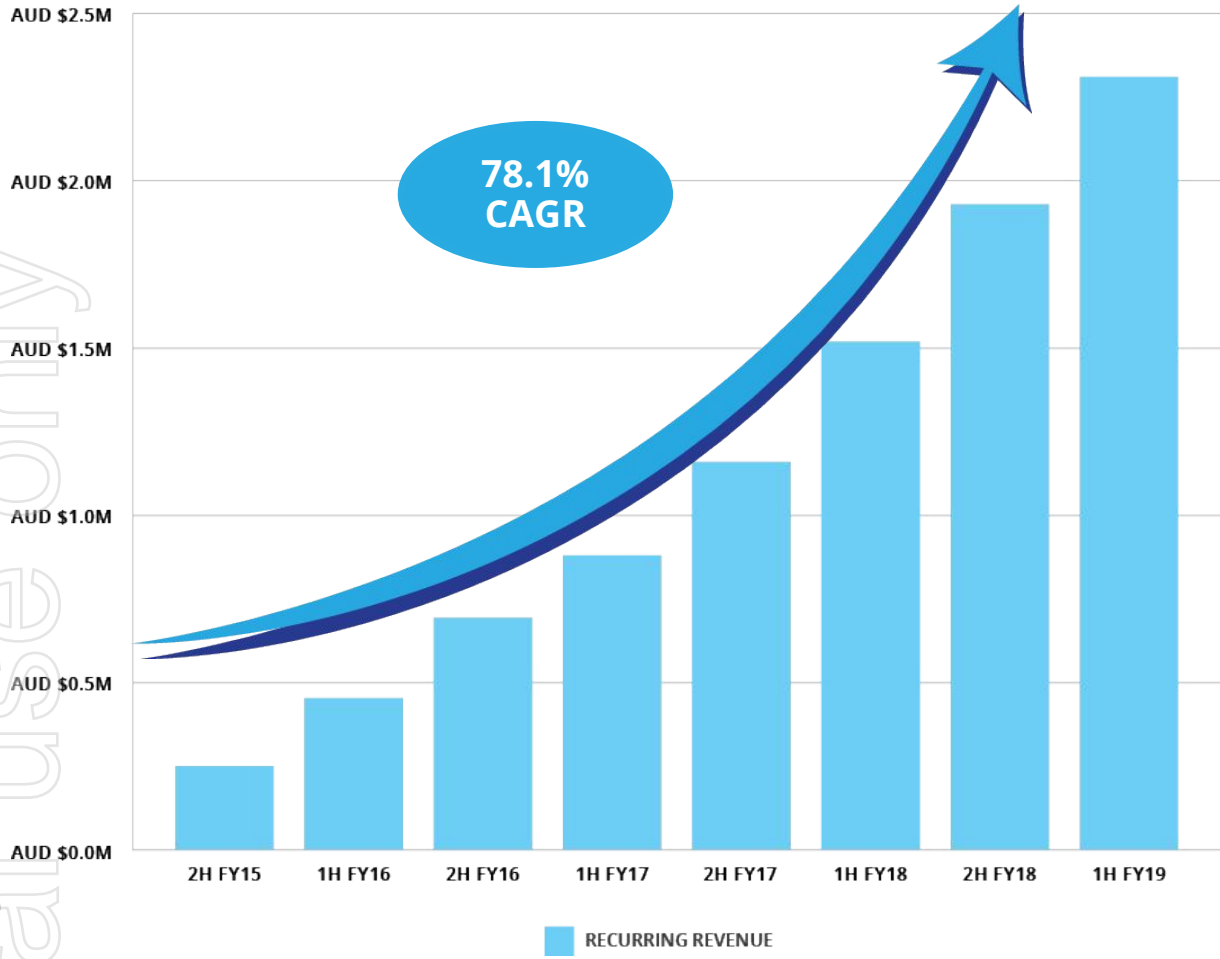
are generated from the deployment of hardware and infrastructure, implementations and upfront setup fees, which underpin recurring revenues.

Diversified Revenue Mix

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

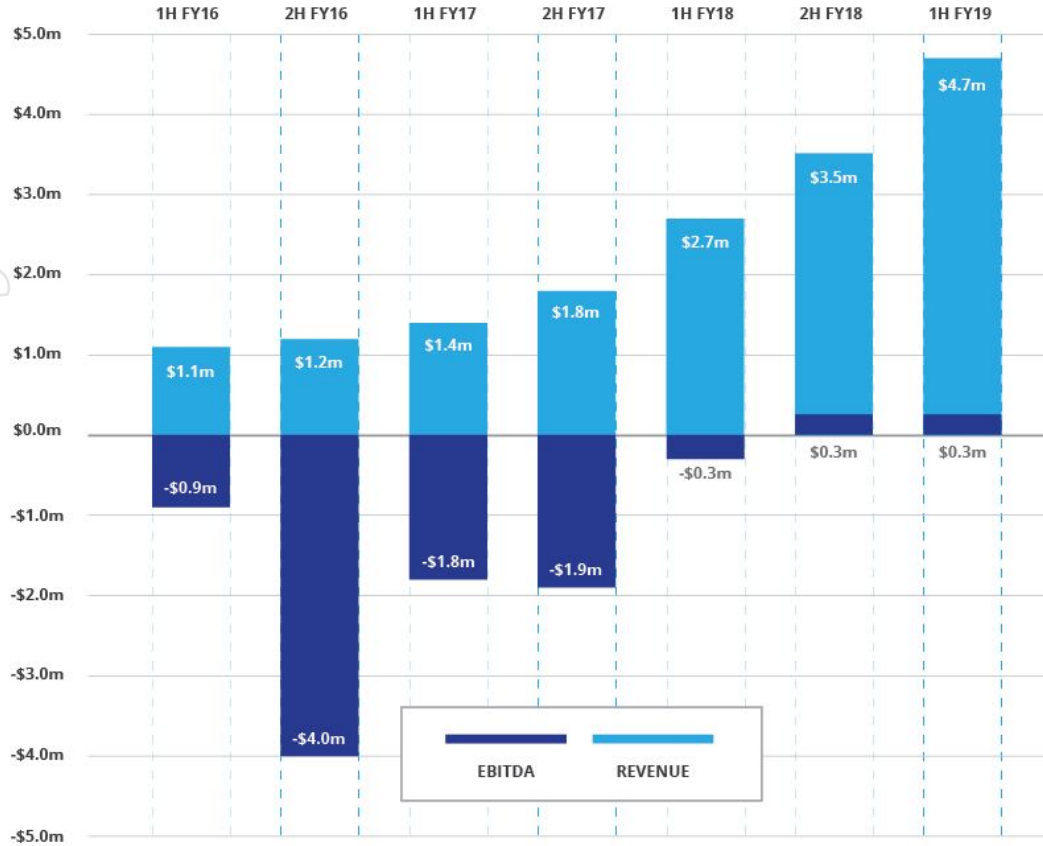


only
use
only



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

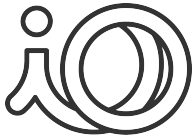
- Targeting continued top line revenue growth.
- Stated strategy to maintain EBITDA positive FY2019.
- Continued investment into the operating model.

Internal use only

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

Important Notice and Disclaimer

This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (Skyfii or the Company). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation may contain information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements, as are statements regarding the Company's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause actual results to differ materially from those expressed or implied in such statements.

The Company cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that the Company's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and the Company assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

All references to dollars are to Australian currency unless otherwise stated.

To the maximum extent permitted by law, the Company makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, the Company shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.



skyfii.io

Contact:

Wayne Arthur
Founder, Chief Executive Officer
wayne@skyfii.com

www.skyfii.io