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# Q3 FY2019 RESULTS INVESTOR PRESENTATION



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Internal use only

## COMPANY OVERVIEW

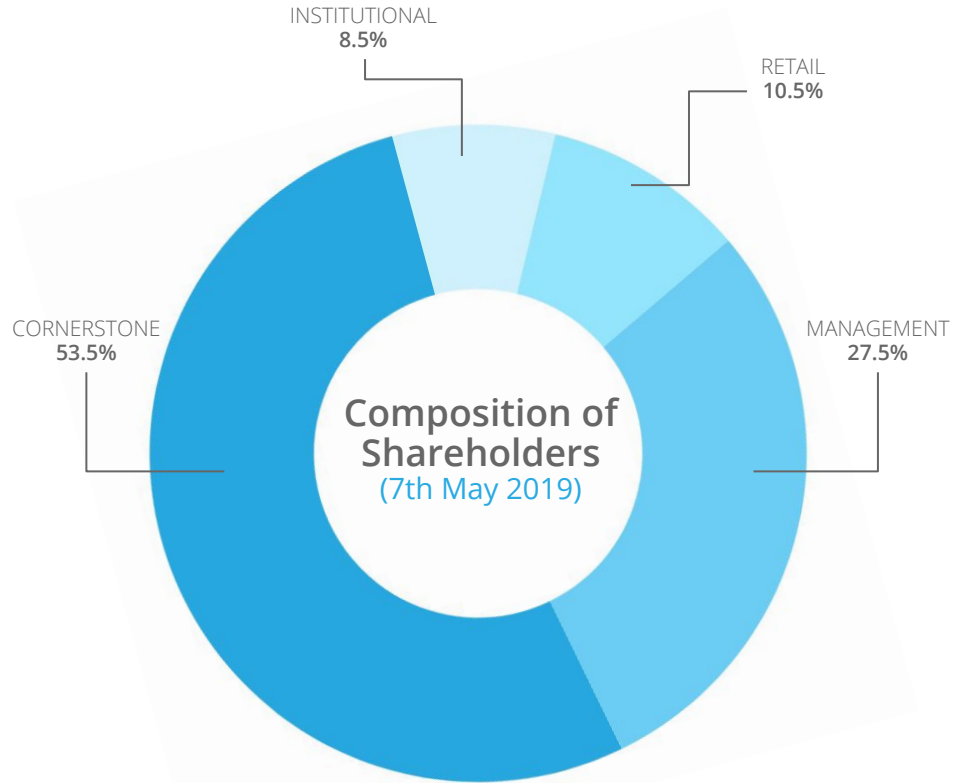
# Company Overview

## KEY MARKET STATISTICS

ASX code	SKF
Share price (7th May 2019)	A\$0.18
Market capitalisation (7th May 2019)	<b>A\$60.3 million</b>
Total shares outstanding	334.9 million
Cash balance 31st March 2019*	<b>A\$1.2 million</b>

## KEY SHAREHOLDINGS

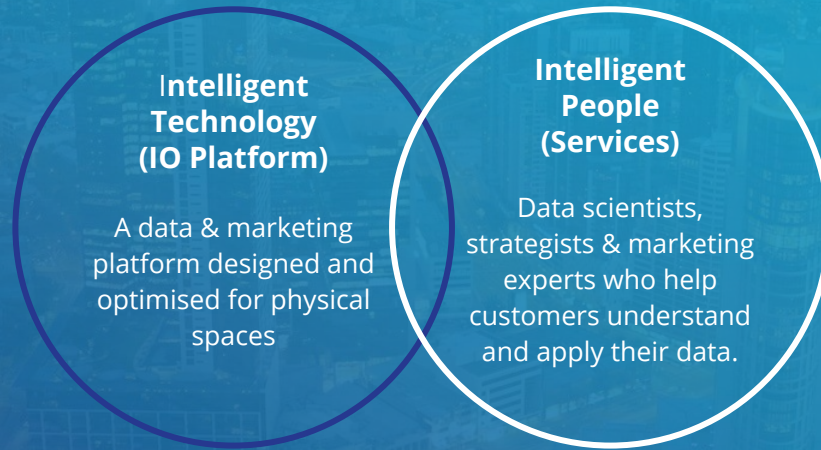
	Shares Held (Rounded)
Socialbon Inc	25,000,000
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jon Adgemis	20,949,956
Jan Cameron	18,053,011



- Tightly held – Top 20 shareholders hold ~66%

\* Cash at bank of \$1.2m at end of Q3 FY2019 (31 March 2019), down from \$1.4 m at the end of the previous quarter (31 December 2018).

***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.*



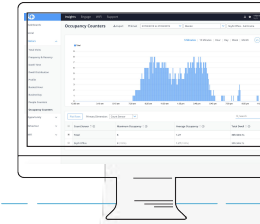
# Intelligent Technology

Skyfii IO provides businesses with a suite of tools that helps them analyse, predict, and influence customer behaviour across digital and physical experiences.

SaaS Recurring Revenue model:

- Enterprise customers
- Multi-year contracts
- Global client base in over 10 verticals

## IO Platform



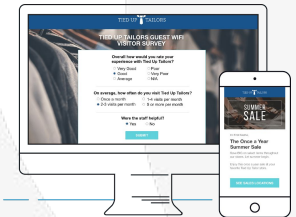
### IO Insight

BI Dashboard & Automated Reporting



### IO Connect

Data Ingest & Centralisation



### IO Engage

Multichannel Marketing Automation

## Intelligent People

Skyfii's experienced team of Digital Strategists, Data Scientists, Marketing Experts and Engineers help our customers achieve their strategic objectives through;

- Venue performance measurement & optimisation
- CX program design and management
- Digital to physical attribution
- Behavioural segmentation & persona design
- Digital, marketing & media strategy
- Market research & satisfaction scoring

## Services



### Strategy

Our strategists are experts in data and digital transformation for physical venues



### Research

Our data scientists can help you solve complex challenges with data



### Marketing

Our marketing experts can plan, execute and optimise every campaign.



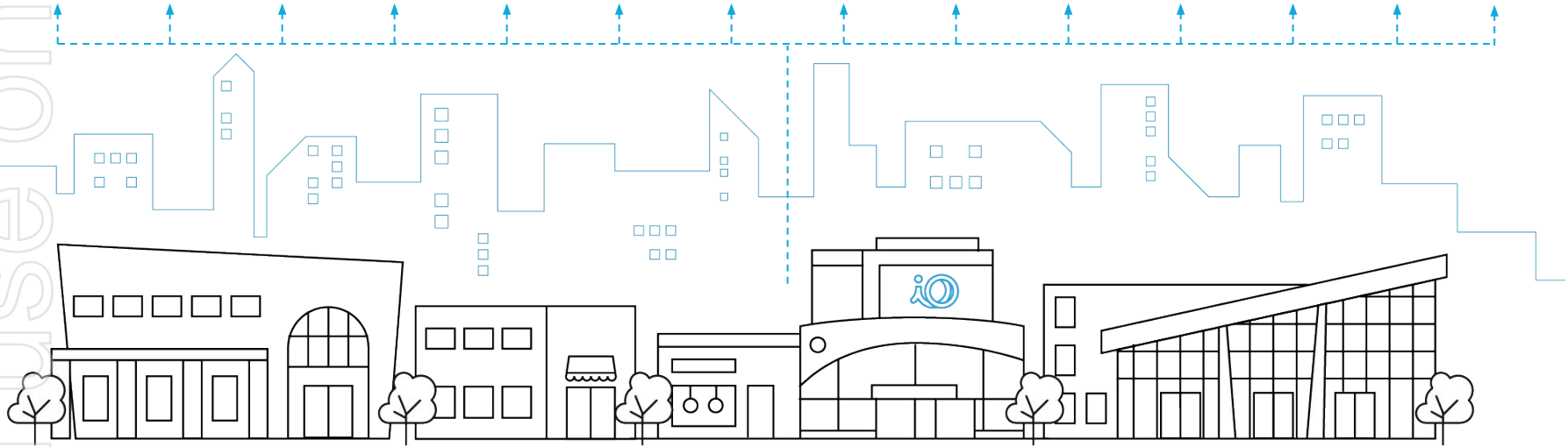
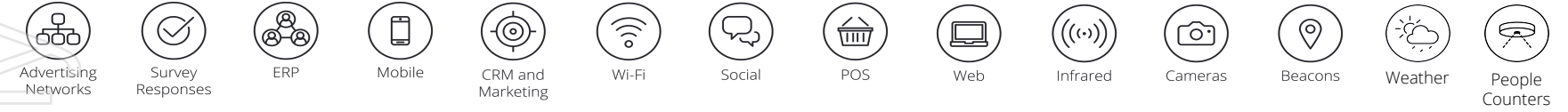
### Engineering

Our engineers can automate and integrate our solution to your needs

\* Revenues generated from Services are received as either recurring or fixed fee projects.

# Data Sources

Skyfii IO supports data collection from a growing number of sources. It gives venues the ability to build a holistic view of the visitor experience and the factors that influence it.





# Enterprise Client Snapshot



# OPERATING HIGHLIGHTS

# Operating Highlights

## Q3 FY2019

- Significant new contract wins during and post quarter in the North American, Australian and European markets
- Consistent wins in identified verticals, including smart cities, cultural centres , stadiums and sporting venues, and retail property
- Launch of IO Labs, a new Data Consulting Service offering, initially focused on the retail property vertical

# New Contracts

Strong deal activity in Australia and the America's

## DURING THE QUARTER // Q3 FY2019

**Cincinnati Bell™**

- Five-year contracts
- Smart City and Smart Campus
- 'IO Insight', 'IO Connect' and 'IO Engage'



SOMERSET  
COUNTY CRICKET CLUB

- Three-year contract
- 'IO Insight', 'IO Connect' and 'IO Engage'

- Three-year contract
- 23 centres deployed with additional 18 centres planned
- 'IO Connect' and 'IO Insight'

**HOME  
CONSORTIUM**

**SFMO  
MA**

- Initial one year contract
- First US cultural centre client
- 'IO Connect' and 'IO Insight'

**CAFARO**

- Three-year Master Services Agreement
- Initial deployment in Eastwood Mall
- 'IO Connect', 'IO Insight' and 'IO Engage'



**Nando's.**

- Extended Nando's agreement to South Africa
- 260 restaurants in South Africa
- 'IO Connect'



NATIONAL  
LIBRARY  
OF AUSTRALIA

- Three-year contract
- Pre-eminent cultural centre in Canberra, Australia
- 'IO Connect' and 'IO Insight'

## POST QUARTER END



**FORTIUS**

- Three year contract
- Two Australian shopping centres
- 'IO Insight' and 'IO Connect'

# Other Notable Contracts

Strong deal activity in Australia and the America's

## SIGNED DURING THE QUARTER // Q3 FY2019



- Initial 1 year contract
- Pre-eminent cultural centre based in Canberra, Australia
- 'IO Connect' and 'IO Insight'

Royal Australian Mint

- Three year contract
- Pre-eminent cultural centre based in Canberra, Australia
- 'IO Connect' and 'IO Insight'



- Initial 1 year contract
- Owned by Trademark Property Group
- 'IO Connect' and 'IO Insight'



- Initial 1 year contract
- Shopping centre based in Australia
- 'IO Connect' and 'IO Insight'



- Initial 2 year contract
- One of Brazil's largest shopping centres
- 'IO Connect', 'IO Insight' and 'IO Engage'

# New Services Offering Launch



Launch of IO Labs, a new Data Consultancy Services offering.

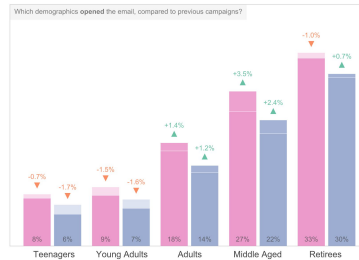
IO Labs allows Skyfii customers to access ongoing and interactive reports customised to the unique needs of their business and industry.

IO Labs' projects are billed on either a one-off revenue or recurring revenue basis.

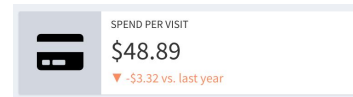
Piloted and validated by Australian shopping centre property group.

## Features

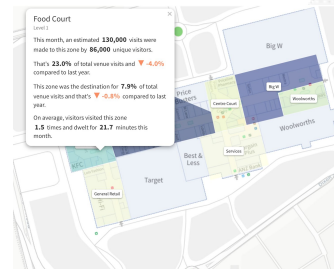
### Campaign attribution & reporting



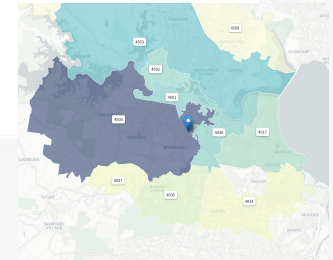
### Financial reporting



### Spatial data overlays



### Geographical data overlays



### Weather sensitivity reporting



### Predictive Forecasting



## FINANCIAL HIGHLIGHTS



Types of revenues  
generated by the Skyfii  
business model



#### RECURRING REVENUES

are generated from ongoing subscription fees for access to Skyfii's SaaS 'IO' platform.



#### SERVICES REVENUES

are generated from the payment of projects undertaken by both Data Consultancy Services (DCS) and Marketing Services (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, including installation of Wireless Access Points, 2D and 3D cameras and People Counting technology.



# Financial Highlights

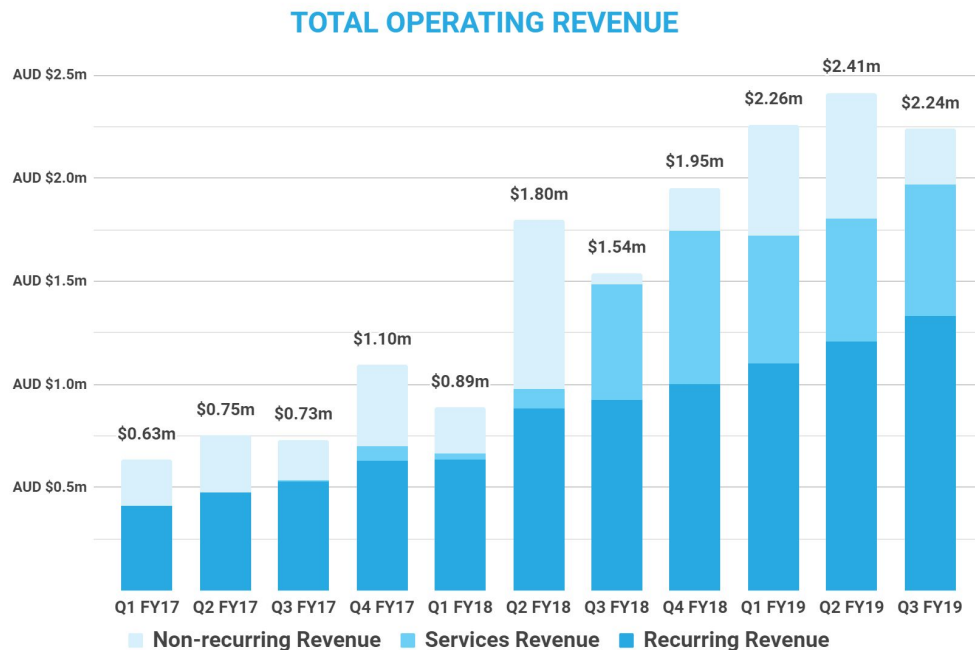
## QUARTERLY HIGHLIGHTS

- Total Operating Revenues for **Q3 FY2019** were **\$2.24 million, down 7%** on the previous quarter
- Recurring Revenues for **Q3 FY2019** were **\$1.33m, up 11%** on the previous quarter (**up 44% compared to Q3 FY2018**)
- Services Revenues (DCS & MS) in **Q3 FY2019** of **\$639k, up 5%** on the previous quarter

## CASH POSITION & COSTS MANAGEMENT

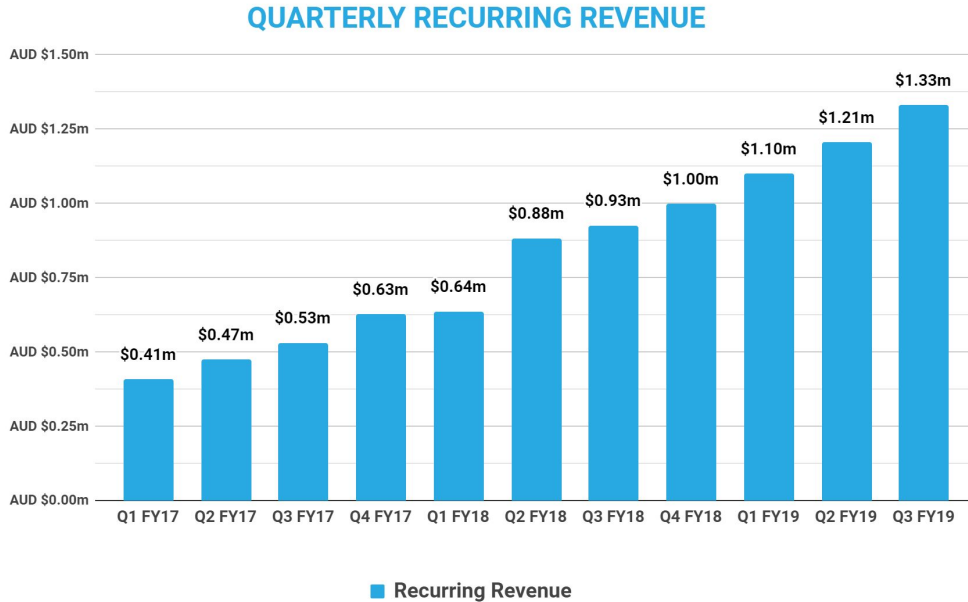
- The Company maintained a **cash position of \$1.2m, down from \$1.4m** at the end of the previous quarter (31 December 2018)
- The Company does not require any further capital raising to support daily operations

# Total Operating Revenue



- Total Operating Revenues at **A\$2.24m for Q3 FY2019**, down **7%** from the prior quarter, up **46%** same quarter last year
- Non-Recurring Revenues for the quarter of **A\$271k for Q3 FY2019**, down **55%** on the previous quarter, representing a seasonal drop in the delivery of capital projects across the January and February holiday period. This seasonal trend is consistent with prior years.

# Quarterly Recurring Revenue



- Recurring Revenues of A\$1.33m for Q3 FY2019, an increase of 11% quarter on quarter
- Recurring Revenues are typically contracted on 3-5 year contract terms
- Consistent trend of 10% or greater QoQ growth across the last four quarters

# FY2019 OUTLOOK



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## Outlook

### KEY FOCUS AREAS OF FOCUS FOR Q4 FY2019

- Continued strong conversion of key contracts within our International markets
- Further diversification of our product and service offering to include new data sources
- Maintain focus on delivering continued revenue growth at both topline and Recurring Revenue lines
- Maintain a positive EBITDA position

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