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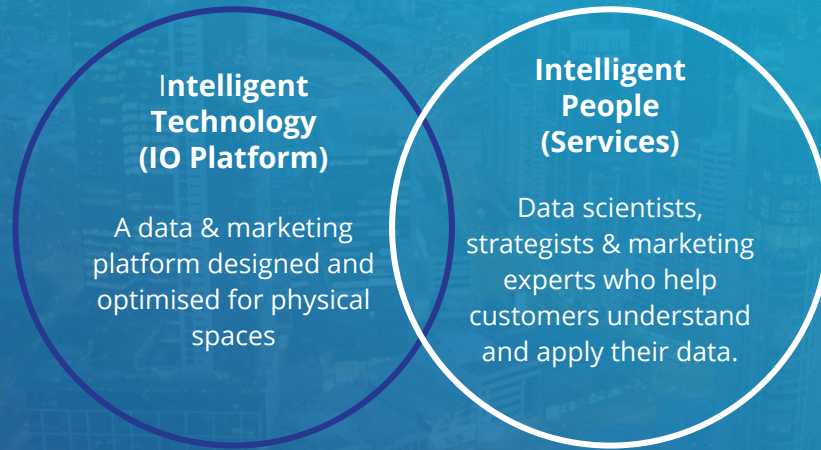


## Thorney Investment Forum

14th May 2019

ASX: SKF

***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.*



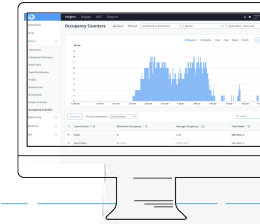
# Intelligent Technology

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



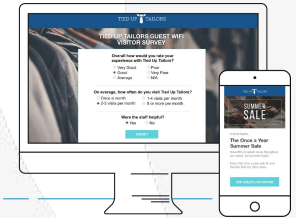
### IO Insight

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.



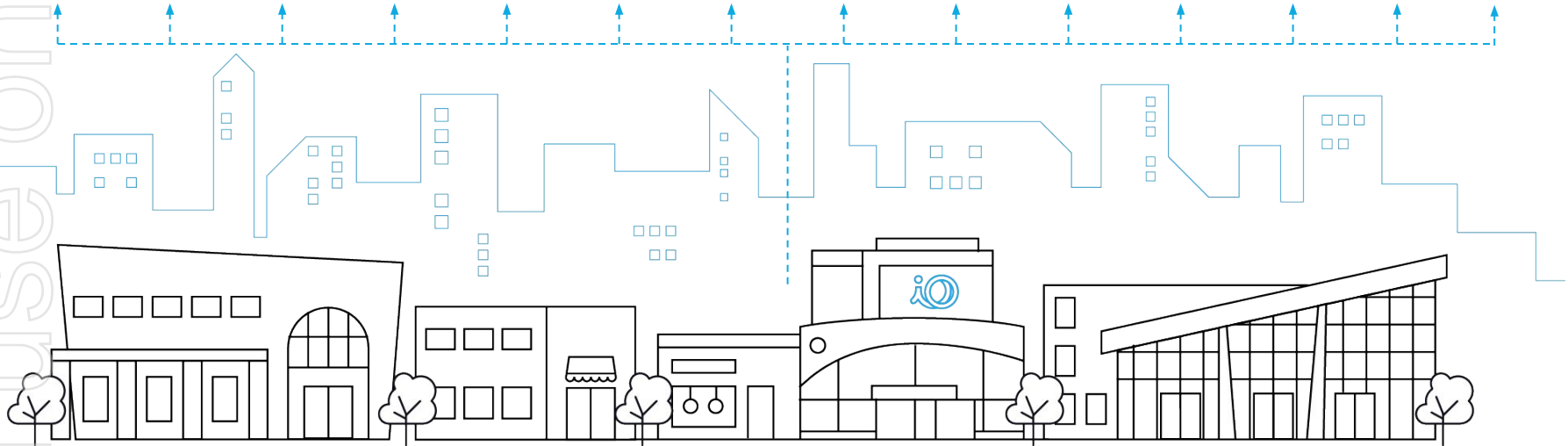
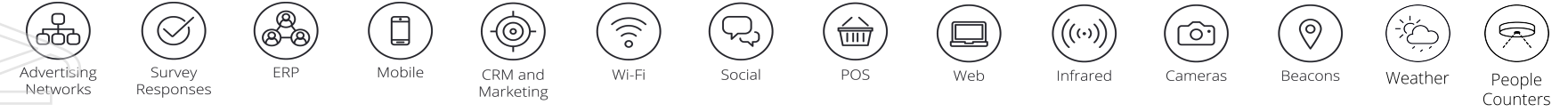
### Engineering

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



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## CASE STUDIES

# SHOPPING CENTRES

## Building a Robust Database of 1st Party Data

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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

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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



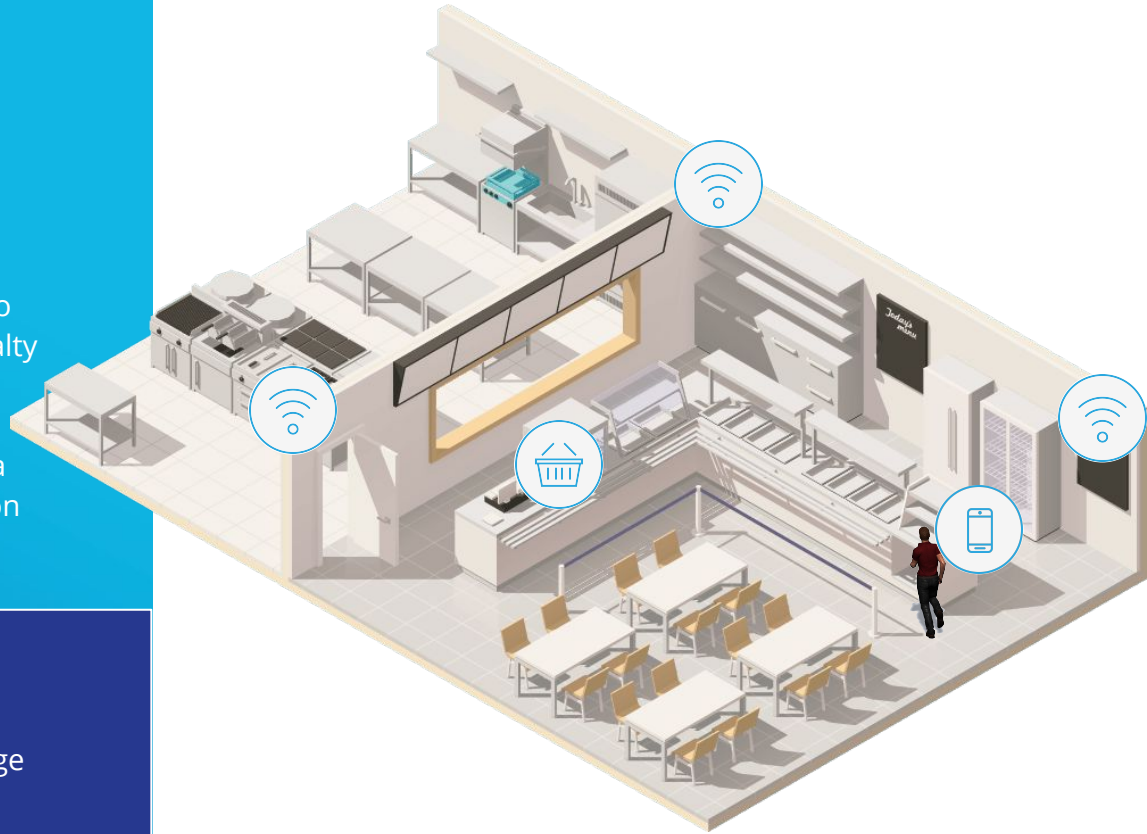
Integrated with POS and existing CRM to understand purchase behavior and loyalty



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

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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.



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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



\* Intention to acquire Beonic announced on 14 May 2019

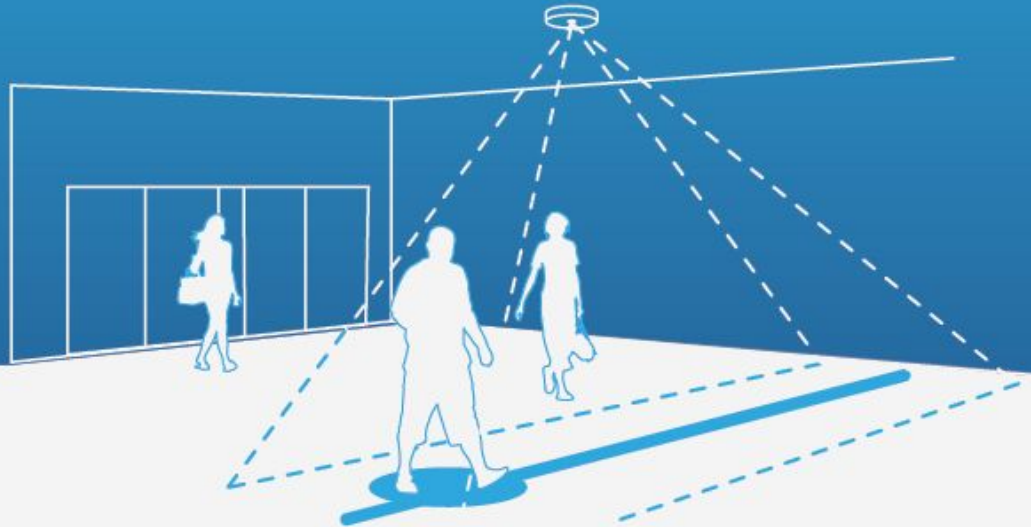
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# SKYFII TO ACQUIRE BEONIC TECHNOLOGIES - STRENGTHENING ITS OMNIDATA INTELLIGENCE CAPABILITY

# OVERVIEW OF BEONIC TECHNOLOGIES



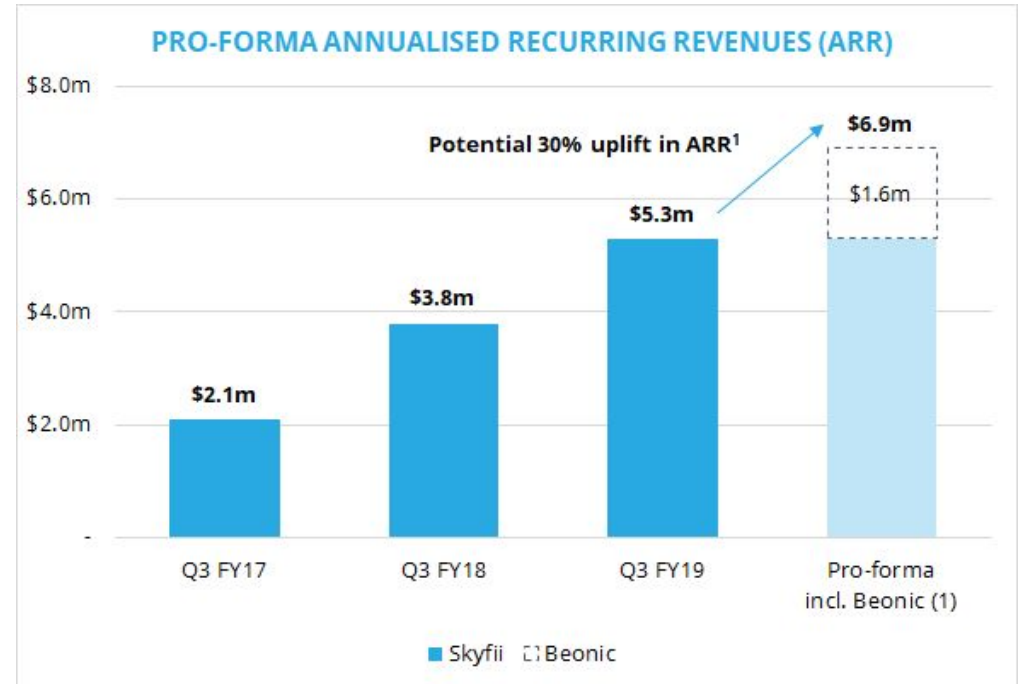
- Beonic Technologies has a long history in providing foot traffic counting and workforce optimisation reporting to the retail, shopping centre and sectors in Australia, New Zealand and Asia
- Beonic installs 3rd party sensors in premises to collect traffic counts that push data back to their proprietary “Traffic Insights” reporting platform
- Similar to Skyfii, Beonic’s revenue model involves one-off installation and implementation fees and recurring fees for platform, remote management & support
- Currently servicing a portfolio of blue chip customers with ~ 300 – minimal customer crossover provides significant cross-sell potential
- Beonic is based in Melbourne, employees or contracts ~12 FTEs
- Additional resellers based in Hong Kong covering the Asian markets



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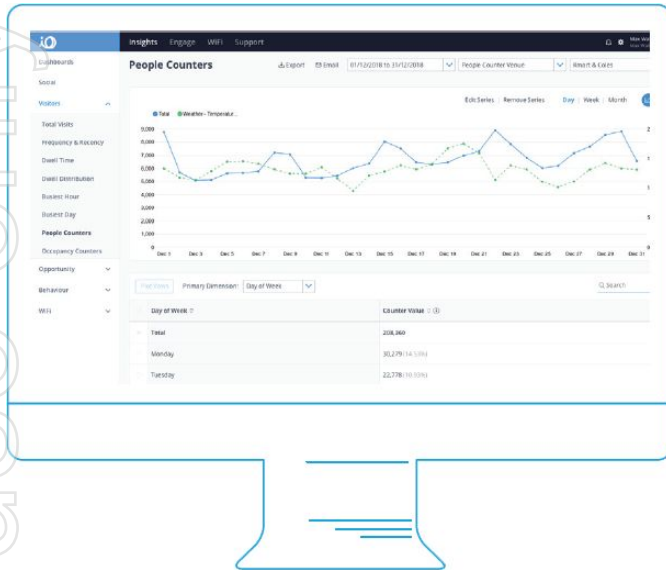
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- **Portfolio of blue chip customers:** Further extends our customer base into retail, municipality and retail property in the Australian, New Zealand and Asian markets
- **Technology/data diversification:** increases the number of represented data sources available in the platform
- **Extends current capability:** Skyfii already has 3,000 people counters deployed, reporting functionality available
- **Hard synergies** identified including increase in recurring revenue, EBITDA improvement, engineering and technical support efficiencies
- **Attractive valuation multiple** compared to current SKF trading—acquisition multiple of ~1.05x recurring revenues





# A MARKETING LEADING DATA INTELLIGENCE PLATFORM FOR PHYSICAL VENUES



## SKYFII IO: A SINGLE PLATFORM FOR UNDERSTANDING & ENGAGING VISITORS

Skyfii IO is a cloud-based customer analytics and engagement platform that enables venues to analyze, predict, and influence visitor behavior:

- **Correlate people counting data** with other data sources from your venue, like weather data, POS transactions, WiFi analytics, and marketing campaigns.
- **Easily benchmark performance** with detailed people counter reports that allow you to compare dimensions like time of day, days of the week, month, and year across time periods.
- **Accurate, real-time reporting** enables you to measure people counting data down to 5-min intervals.

## BENEFITS OF PEOPLE COUNTING SOLUTIONS FOR YOUR VENUE

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### **Improve Queue Times**

Monitor how much time visitors spend waiting in-line at security checkpoints, retail checkout, or in hotel lobbies, and then measure how improvements impact wait times.

### **Optimize Traffic Flow**

Identify hot spots, cold spots, and congestion issues in your venue, and measure how changes to layout, signage, and staffing affect traffic to those areas.

### **Improve Retail Tenant Mix**

Identify high-traffic areas in your venue, and use that data to attract desirable brands and inform rental premiums.

### **Improve Conversions**

Compare how venues across your portfolio are performing for metrics like conversions or total visits, and which marketing campaigns are most effective.

### **Optimize Staffing**

Identify factors that are correlated with changes in traffic volume, and plan staffing to accommodate. Decrease staff during low-traffic periods to save costs, and increase staff during high-traffic periods to increase efficiency and improve the customer experience.

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# MARKET OPPORTUNITY

# Diversified Product & Service Offering with Global Application



Shopping Centres



Retail Outlets



Universities



Casinos



Airports



Gyms



Hospitals



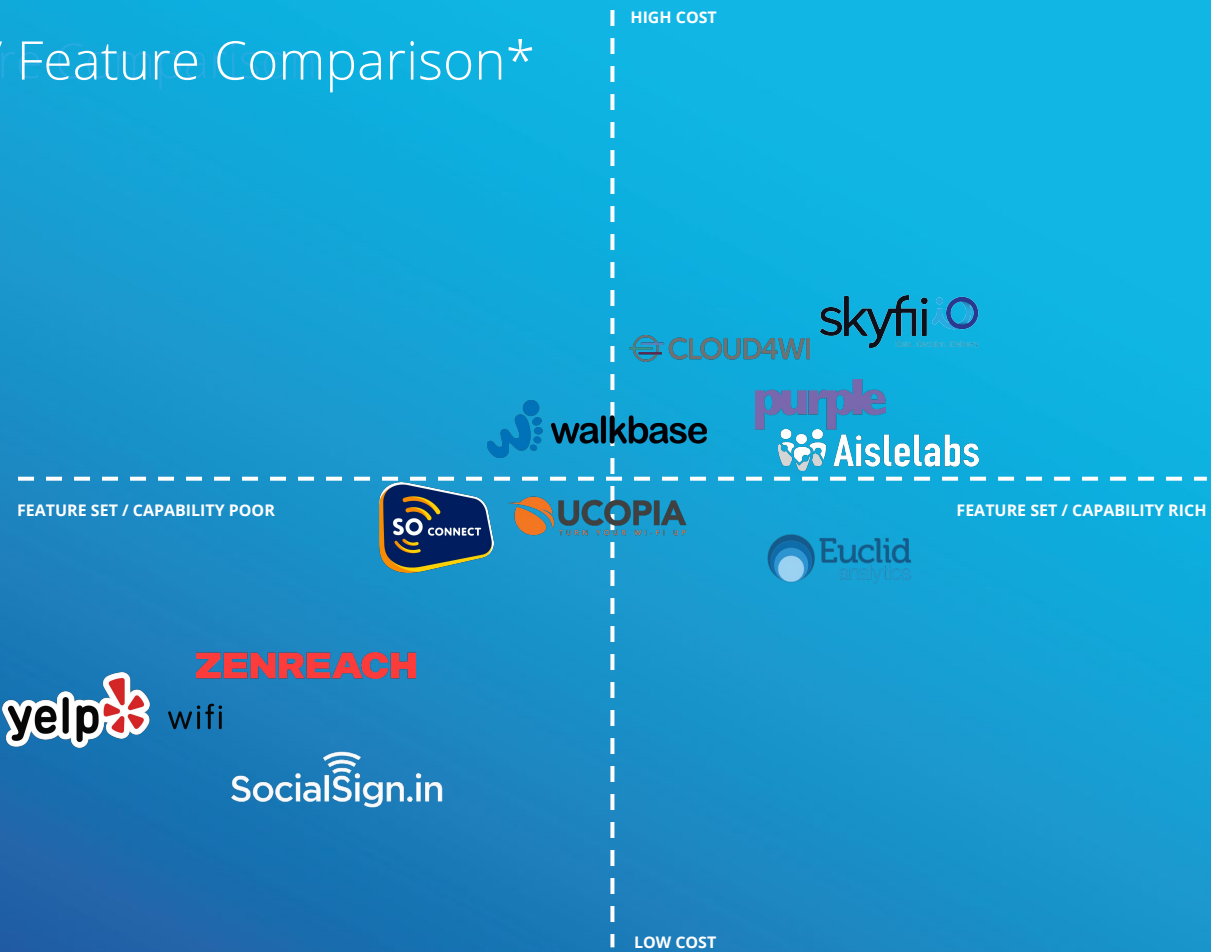
Restaurants



# Enterprise Client Snapshot



# Peer / Cost / Feature Comparison\*

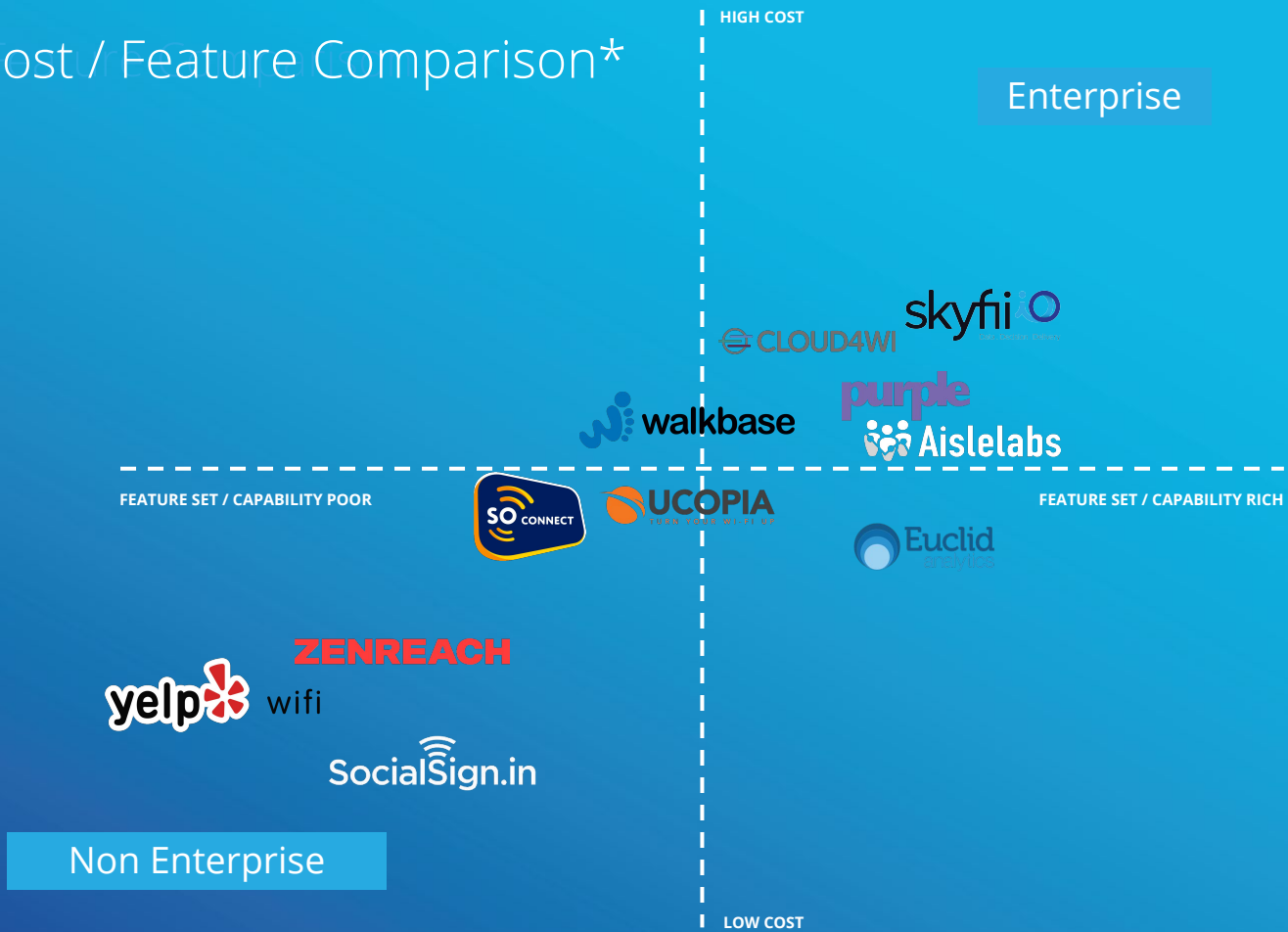


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\* All peers are privately owned companies.

# Peer/Cost / Feature Comparison\*

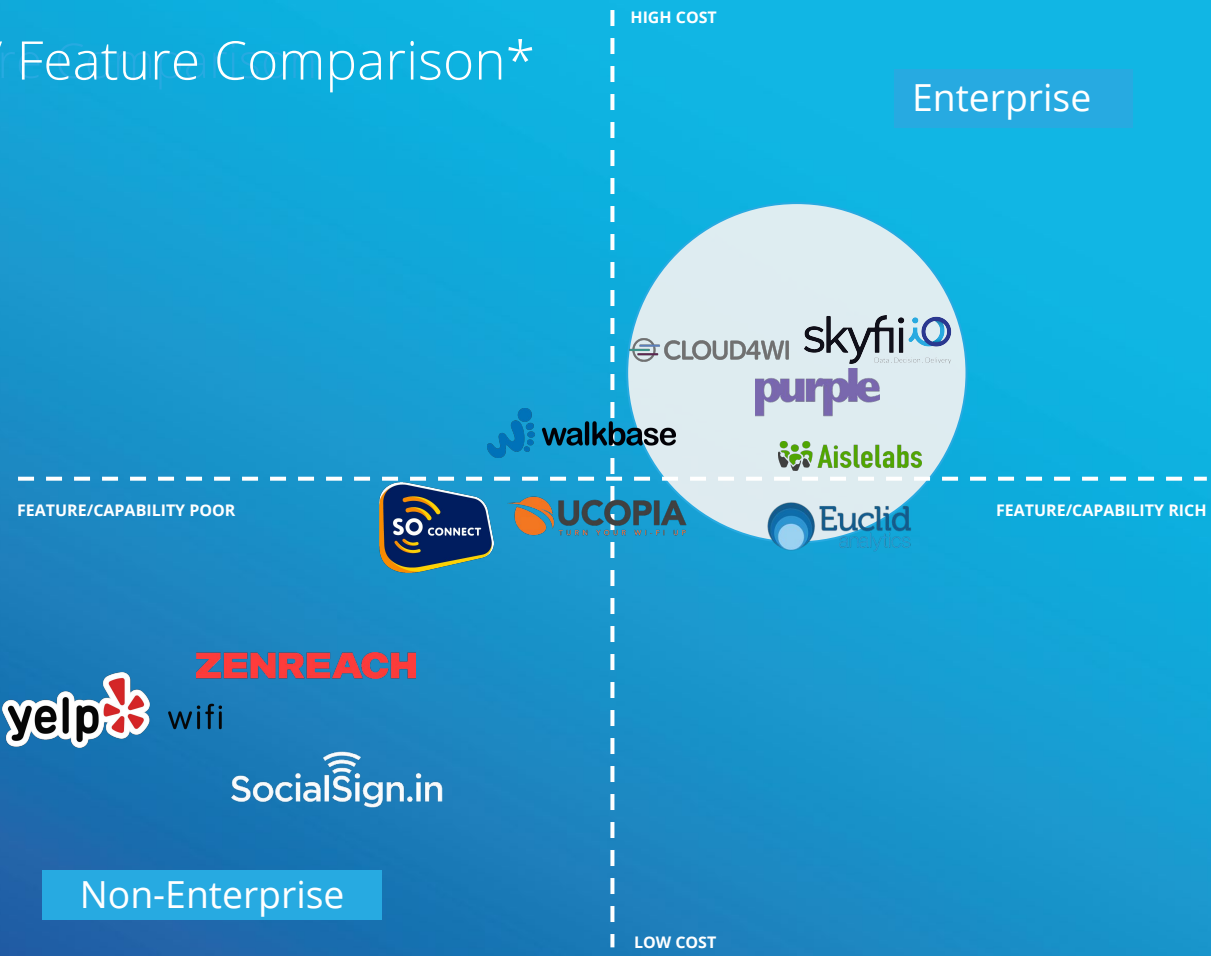
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\* All peers are privately owned companies.

# 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

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## ESTABLISH AN INTERNATIONAL PLATFORM

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



34 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

To become the leading omnidata intelligence provider to physical venues globally.

Largest provider by revenue and market capitalisation globally



FY2021

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## 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.

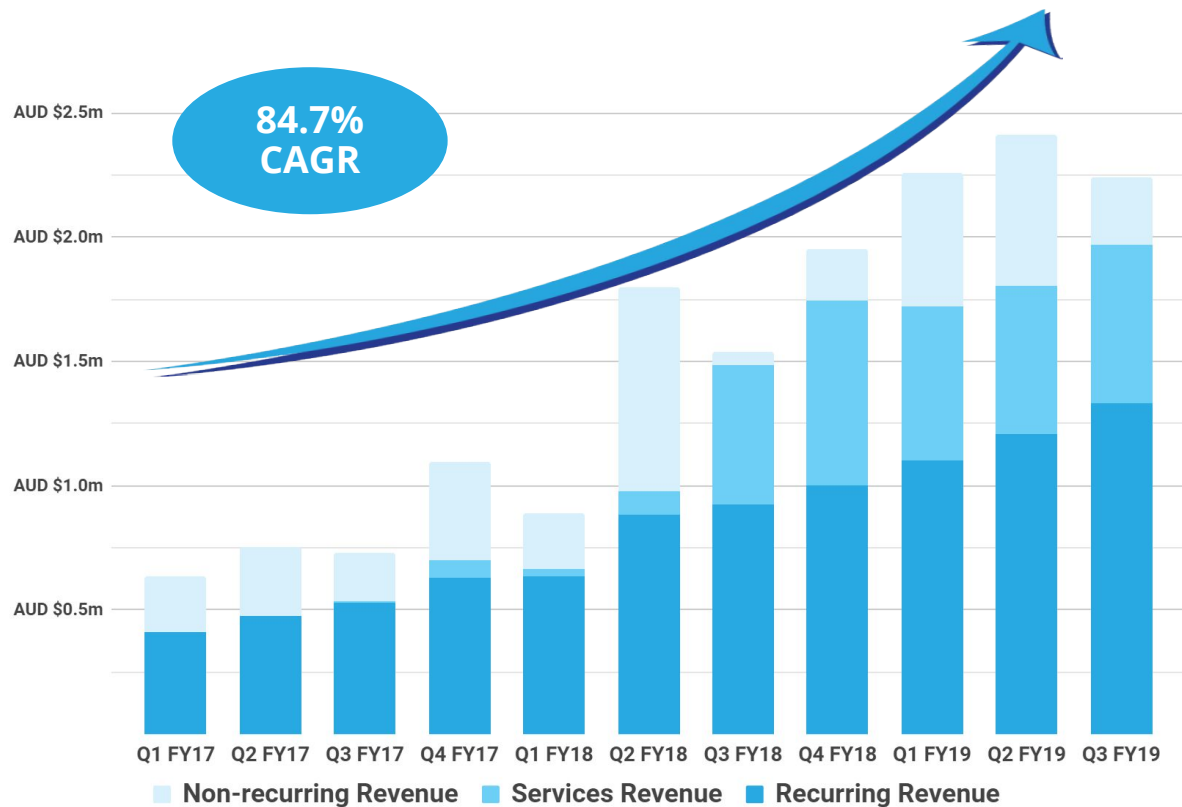


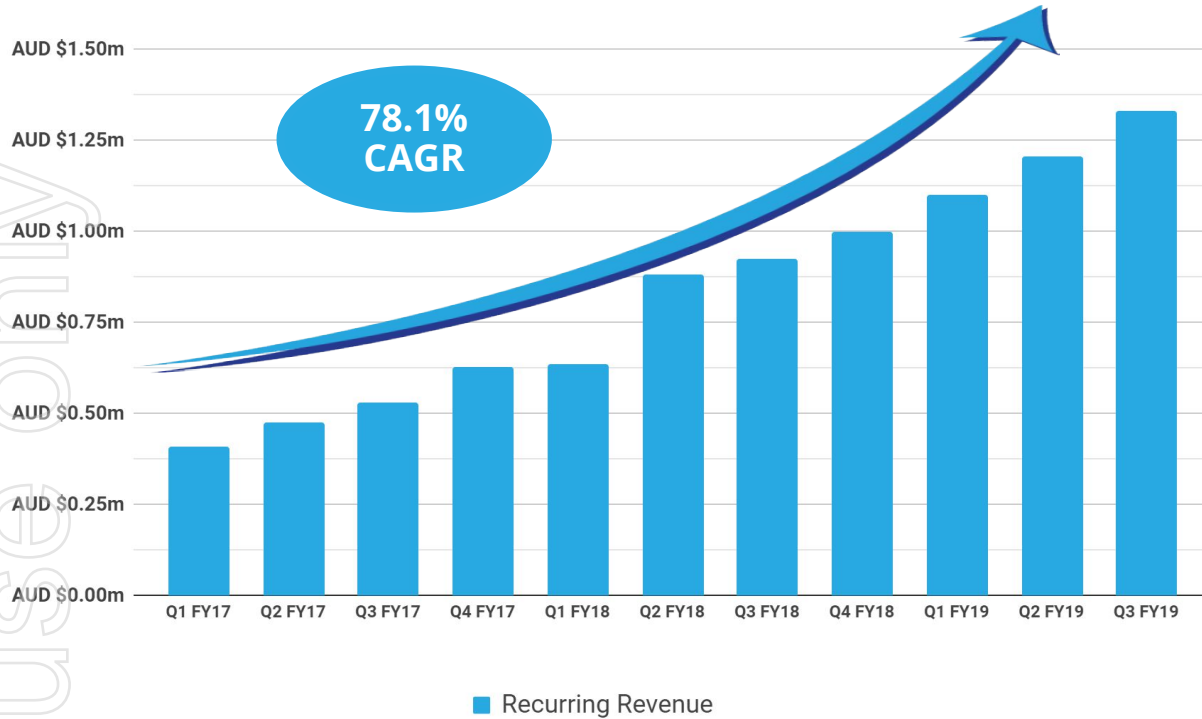
#### NON-RECURRING REVENUES

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.

## Diversified Revenue Mix

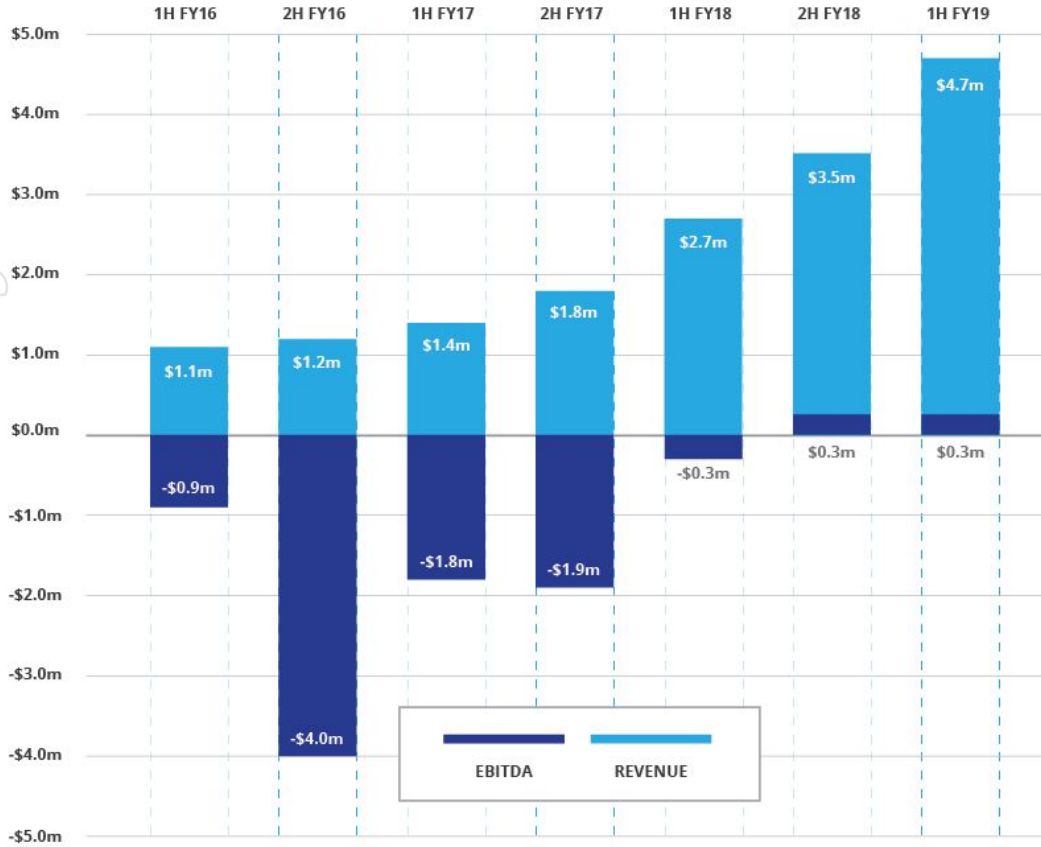
- Total Revenue 84.7% CAGR over 4 years: 2H FY2015-1H FY2019.
- Total Operating Revenues at **A\$2.24m for Q3 FY2019**, up 46% YoY from Q3 FY2018





## 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.
- Recurring Revenues of A\$1.33m for Q3 FY2019, an increase of 44.2% year on year



## 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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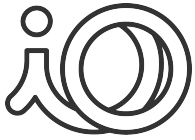
## OUTLOOK



# 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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