

SEPTEMBER QUARTERLY
INVESTOR PRESENTATION
OCTOBER 2017



skyfii

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COMPANY OVERVIEW

Company Overview

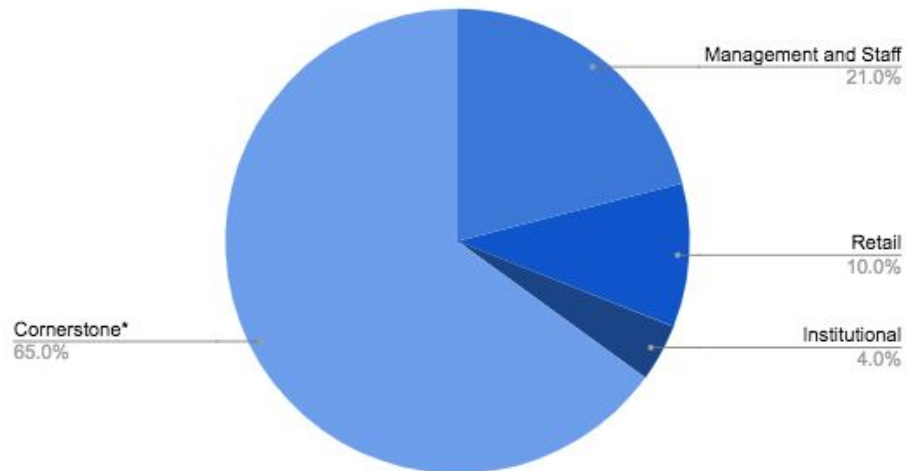
Key Market Statistics

ASX code	SKF
Share price (25 October 2017)	A\$0.065
Market capitalisation (25 October 2017) ¹	A\$16.76 million
Total shares outstanding ¹	266 million
Cash balance 30 September 2017 ²	A\$2.05 million

Key Shareholdings

	Shares Held
White Family	36,061,587
Jan Cameron	17,009,380
Bruce Gordon	15,392,436

Composition of Shareholders (30 Sept 2017)



- * Includes shareholdings of more than 400,000 shares
- Tightly held – Top 20 shareholders hold ~71%
- Peter Gammell, Richard Freudenstein joined the register at last raise in Dec-16

1. Includes 3,800,000 shares issued in consideration for the acquisition of Wicoms announced 26 July 2017.
2. Excludes deferred payments receivable on the conditional placement from February 2017 amounting to A\$0.8 million.



PERFORMANCE UPDATE

September Quarterly Highlights

- **Recurring revenues in Q1 FY 2018 of \$636k** up 2% on the previous quarter
- **New services agreement with signed** with Lexicon Shopping Centre (UK); **contract renewal** with GPT Group and **acquisition of Wicoms Wireless** portfolio of customers during the quarter
- **Cash receipts from customers for the quarter of \$773k**, down 37% on the previous quarter due to timing delay of customer payments received shortly after quarter end
- **One-off cash injections** of \$832k received under the Research and Development (R&D) Tax Incentive Program and \$111k received through the Export Market Development Grant (EMDG)
- **Total registered user base up 18% on previous quarter** reaching 11.7 million unique users
- **New contract signed with leading Italian supermarket chain** post quarter end
- **New multi-year contract signed with major shopping centre group**, a novated customer from the Wicoms acquisition post quarter end
- **Cash position \$2.05m at the end of the quarter.** A receivable of \$0.8m remains outstanding as part of a conditional placement conducted from February 2017
- **Recurring revenue growth in current quarter (Q2 FY 2018) trending very positively**, up 35% on Q1 FY 2018*

New Contract Wins - Expansion in Global Presence

During the Quarter

- **GPT long term renewal agreement, Australia** announced 11 September 2017
- **Lexicon Shopping Centre, UK** announced 13 September 2017
- **Wicoms Wireless key assets acquisition: including a portfolio of revenue generating customers across Europe and North America** announced 26 July 2017

Post quarter end

- **Leading supermarket chain, Italy** announced 25 October
- **Major shopping centre group in Europe and North America, a novated Wicoms customer** announced 25 October

Improvement in Business Operations

- **Ongoing effort to streamline business operations** and improve cash burn position
- **Execution of a number of key strategies** during the quarter **to reduce operating expenditure**
- **Includes strict cost control, reduced headcount and the deployment of key management personnel into key growth markets** as the company expands internationally
- **The adoption of these strategies are well advanced and will result in a reduction in underlying operating expenditure** reaching their full benefit by the end of the 2nd calendar quarter of 2018

Strong Outlook

- **Recurring revenue growth in current quarter (Q2 FY 2018) trending very positively**, up 35% on Q1 FY 2018*
- **Reduction of corporate operating overhead in progress**; streamlining of business functions and resource allocation, expected to reduce cash burn substantially moving into calendar year 2018
- **UK operations delivering considerable growth with converted pipeline** in the verticals of shopping centres, supermarkets and quick service food retail
- **Deployment of CEO, Wayne Arthur, into US market to drive growth** in North American market
- **A number of key deals, across a number of regions, in final contract negotiation** and expected to be announced in the current quarter



WICOMS ACQUISITION DELIVERS
MAJOR CONTRACT WIN

Wicoms Acquisition Delivers Major Contract Win

Skyfii announces acquisition of Wicoms Wireless portfolio of customers

Announced July 2017

- Acquisition of key assets of Wicoms Wireless portfolio of revenue generating customers across Europe and North America
- Opportunity to upsell Skyfii's 'IO' data analytics and marketing services to existing customers
- Customer portfolio includes an operator of large format designer outlet shopping centres located across nine countries
- All scrip transaction for 3,800,000 new ordinary shares in Skyfii Limited issued at A\$0.065 per share, valued at A\$247,000

Skyfii signs major shopping centre group across Europe and North America

Announced October 2017 post quarter end

- A new multi-year contract signed with major shopping centre group, a novated Wicoms customer
- New agreement to deliver a significantly greater level of analytics and marketing services, not originally provisioned under the Wicoms original services agreement
- 'IO' data analytics (SaaS) and data consulting services (DCS) to be deployed across 22 large format shopping centres
- Contract value is three times the cost of the Wicoms transaction paid using \$247,000 in a scrip only deal

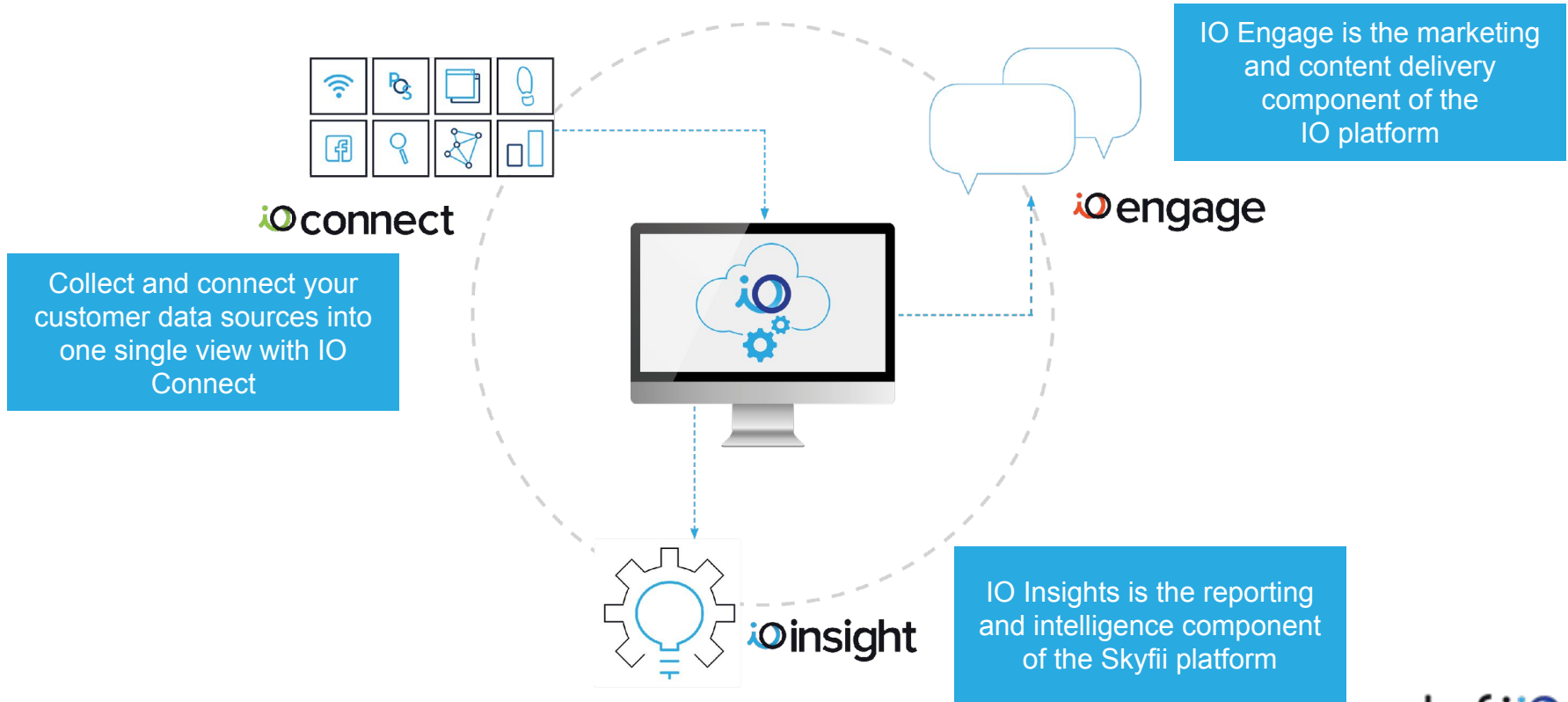


WHO WE ARE

skyfii 

**BIG
DATA
SMART
DATA**

A Single Cloud-based Solution



Revenue generated across 3 streams

1

SUBSCRIPTIONS

Recurring revenues on 3-5 year contracts 'IO platform'

- IO Connect (data collection)
- IO Insight (analytics)
- IO Engage (marketing)

2

TRANSACTIONS

Data as an ingredient to drive a sales or marketing outcome

- Advertising partnerships
- Agency integrations
- 3rd party sponsorships

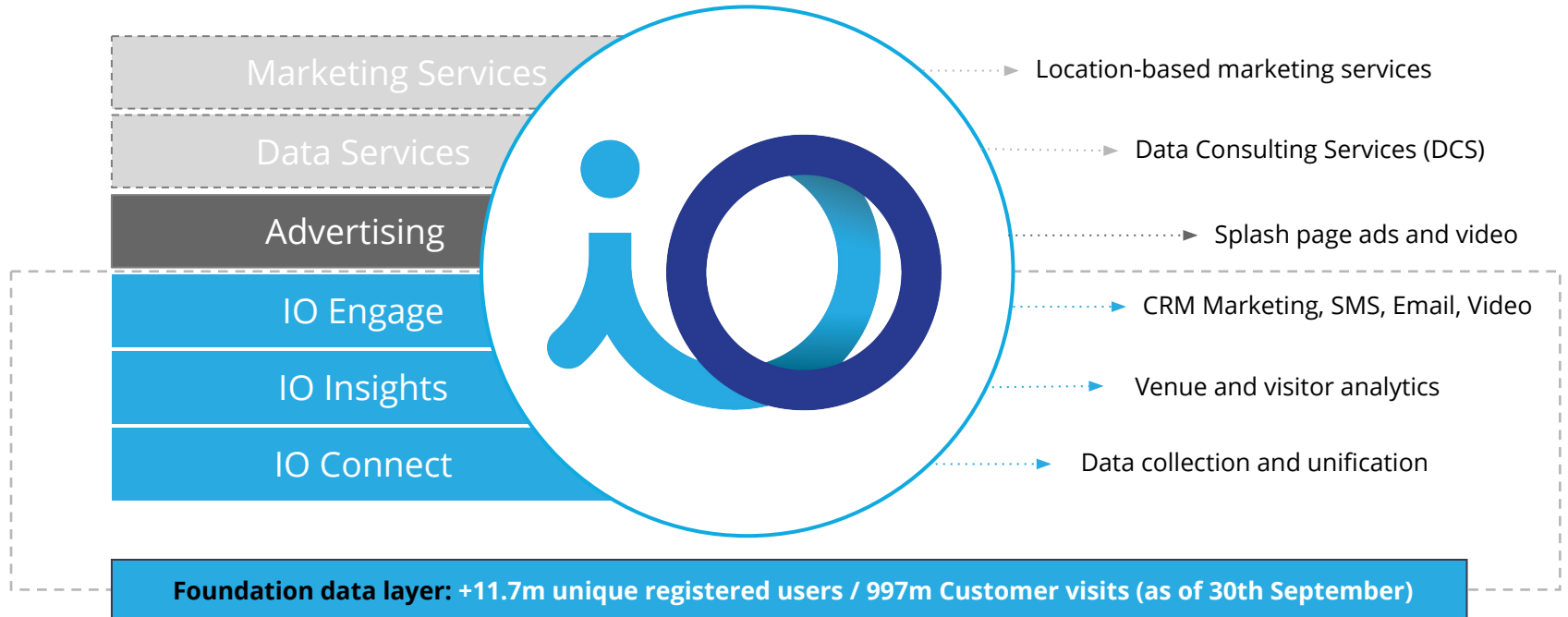
3

SERVICES

Helping drive business outcomes through effective use of data

- Data Services Consulting (DCS)
- Marketing Services (MS)

Total Business Offering



Pathway to profitability

ESTABLISH A DOMESTIC PLATFORM.

Focus product, technology & sales in delivering growth in ANZ

FY14

BUILD A MARKET-LEADING TECHNOLOGY STACK.

Build a scalable platform to service the needs of contracted enterprise customer

FY15

ESTABLISH AN INTERNATIONAL PLATFORM.

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

FY16

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

FY17

ACCELERATED REVENUE GROWTH.

Accelerate revenue growth through strong market position with global channel partners & clients direct

Deliver pathway to breakeven

FY18



MARKET OPPORTUNITY

Sales in a Growing Number of Verticals and Geographies
















Key Customers

Retail	Municipalities	Transit	Education	Other
<p>Scentre Group</p> <p>BLACKSTONE PROPERTIES</p> <p>UNI QLO</p> <p>Brookfield</p> <p>ipoh</p> <p>lederer GROUP</p> <p>IGUATEMI resa de Shopping Centers SA</p> <p>ISPT SUPER PROPERTY</p> <p>NZ RETAIL PROPERTY GROUP MADE FOR NZ</p> <p>DEXUS PROPERTY GROUP</p> <p>JLL</p> <p>Barangaroo</p> <p>lendlease</p> <p>WOOLWORTHS</p> <p>ONE FINE ONE PROPERTY</p> <p>ALIANSCE SHOPPING CENTERS</p>	<p>WAVERLEY COUNCIL</p> <p>CINCINNATI city of</p>	<p>METRÔ</p> <p>WELLINGTON AIRPORT</p>	<p>Durham University</p>	<p>Cincinnati Bell™</p> <p>OPTUS</p>
	<p>Cultural Centres</p>	<p>Food Franchise</p>	<p>Grocery Chain</p>	
	<p>national museum australia</p>	<p>Premium UK Food Chain - 300+ venues</p>	<p>Premium Italian Grocery Chain - 285+ venues</p>	

Built for Integration

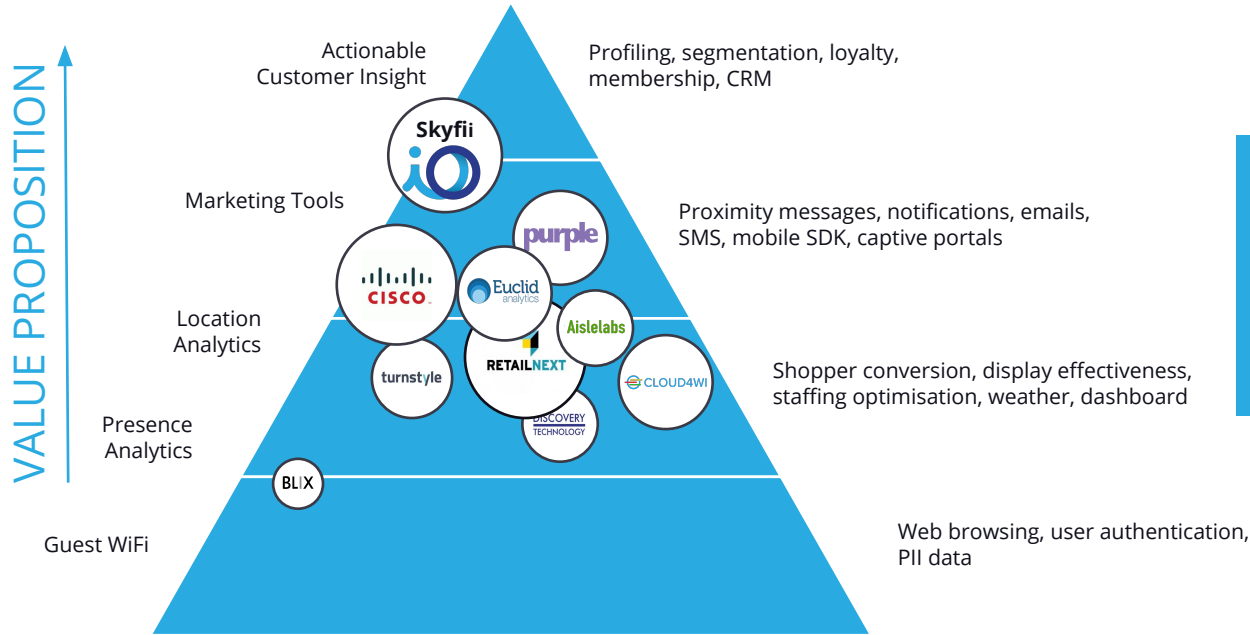
Integrated with a range of 3rd party products and services

People Counting	Captive Portal/AAA	CRM	Web	Social	Media
 	 	   IBM Marketing Cloud		   	



COMPETITIVE LANDSCAPE

Competitive Landscape



Skyfii IO is ahead of the trend – with features that matter most

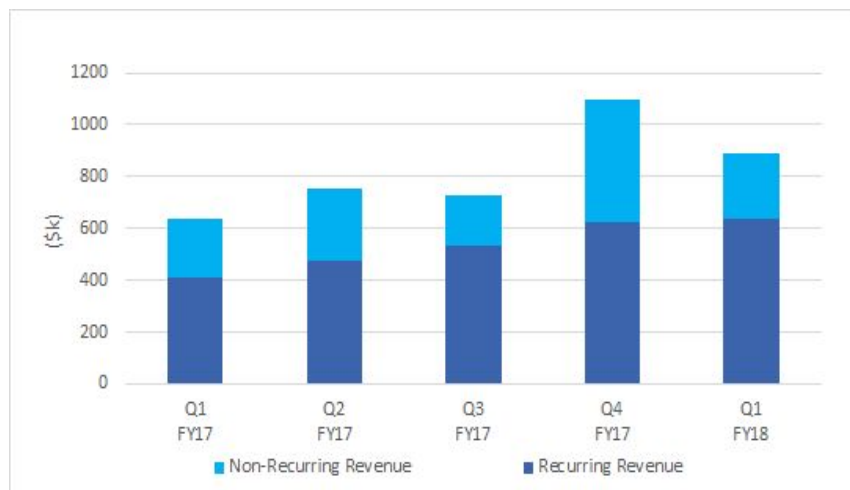


OPERATING & FINANCIAL
HIGHLIGHTS

Continued Growth in Operating Revenues

Total revenues continue to grow with increased contribution from recurring revenue channels

Total Operating Revenues



- Total operating revenues at A\$887k year to date in FY18*
- Recurring revenues of A\$636k for Q1FY18, increase of 2% quarter on quarter*
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO' data analytics platform
- Non-recurring revenues are generated from implementation and upfront setup fees and through the upsell of other transactions and services including marketing and content delivery tools and data science consulting capabilities

* Provisional unaudited

Significant Growth in Recurring Revenues

Recurring revenues from subscriptions services continues to accelerate beyond the current quarter

Recurring Revenues

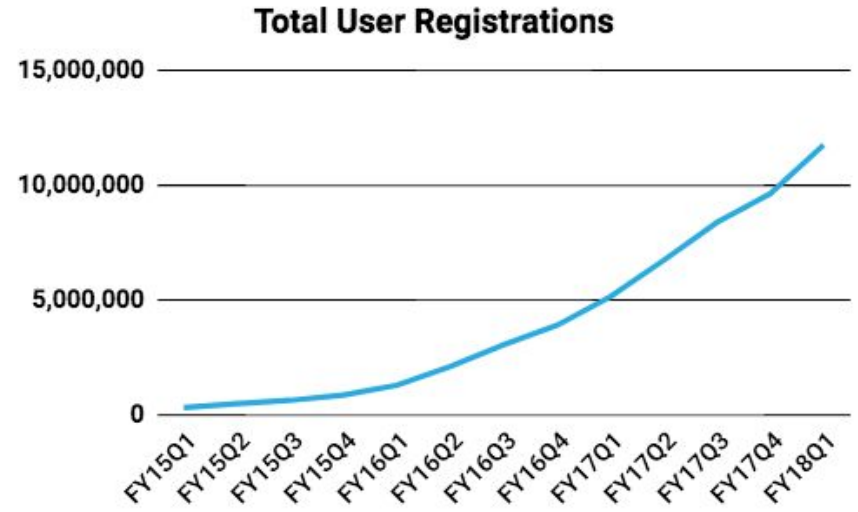
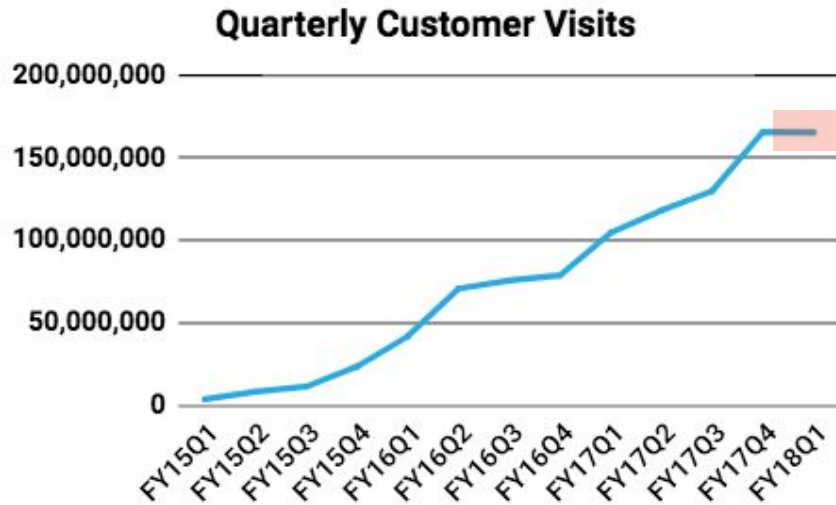


- Steady growth in quarterly recurring revenues - Q1FY18 at A\$636k, up 2% on pcp*
- Recurring revenues in current quarter (Q2FY18) trending very positively, up 35% on Q1FY18*

* Provisional unaudited

Strong Growth in Analytics and Marketing Capability

Data analytics consistent at 166 million customer visits per quarter, marketing capability to 11.7 million users*



* As at 30 September 2017

Plateau attributed to seasonality (end of year break for Durham University). Equates to a drop of 30 million visits for the quarter over the period.



EXPERIENCED BOARD

Fit for purpose, experienced board



JAMES SCOTT

Non-Executive Chairman

COO at Seven Group Holdings (ASX:SWW)



WAYNE ARTHUR

Chief Executive Officer

15+ years global media sales experience
Ex EYE Corp (now Champ Private Equity)
and Titan Media Group



ANDREW JOHNSON

Non-Executive Director

Current Chairman at Vodafone/BeMobile
Managing Director of Delta Systems

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