# Q2 FY2019
# INVESTOR PRESENTATION

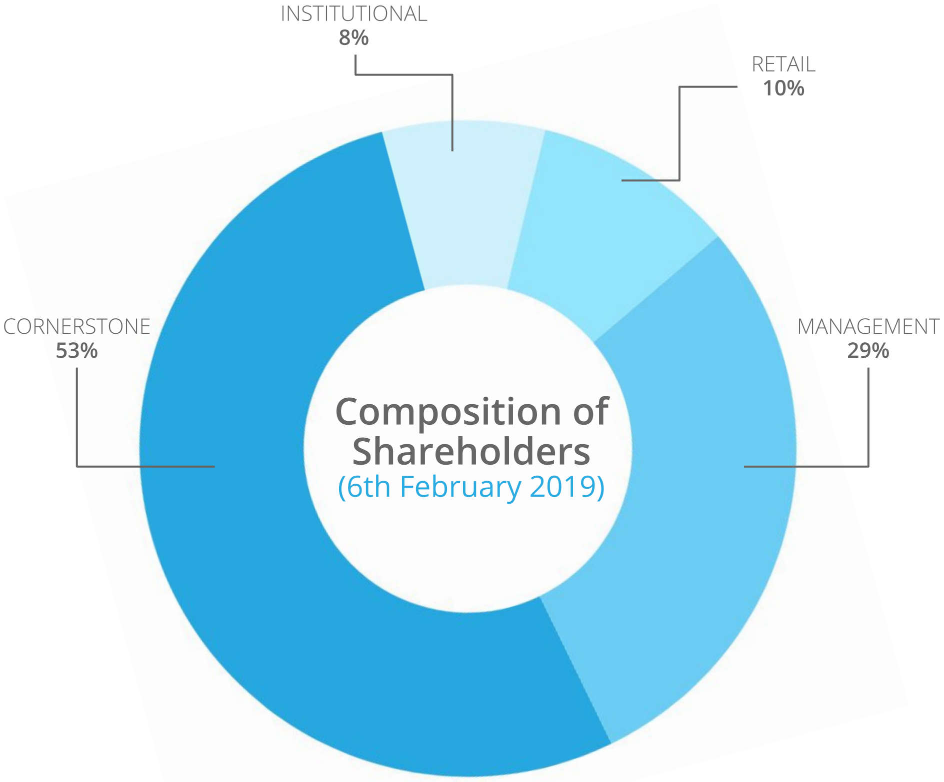
skyfii iO

# COMPANY OVERVIEW

# Company Overview

| KEY MARKET STATISTICS | |
|---|---|
| ASX code | SKF |
| Share price (6th February 2019) | A$0.15 |
| Market capitalisation (6th February 2019) | **A$49.65 million** |
| Total shares outstanding | 331.0 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 |



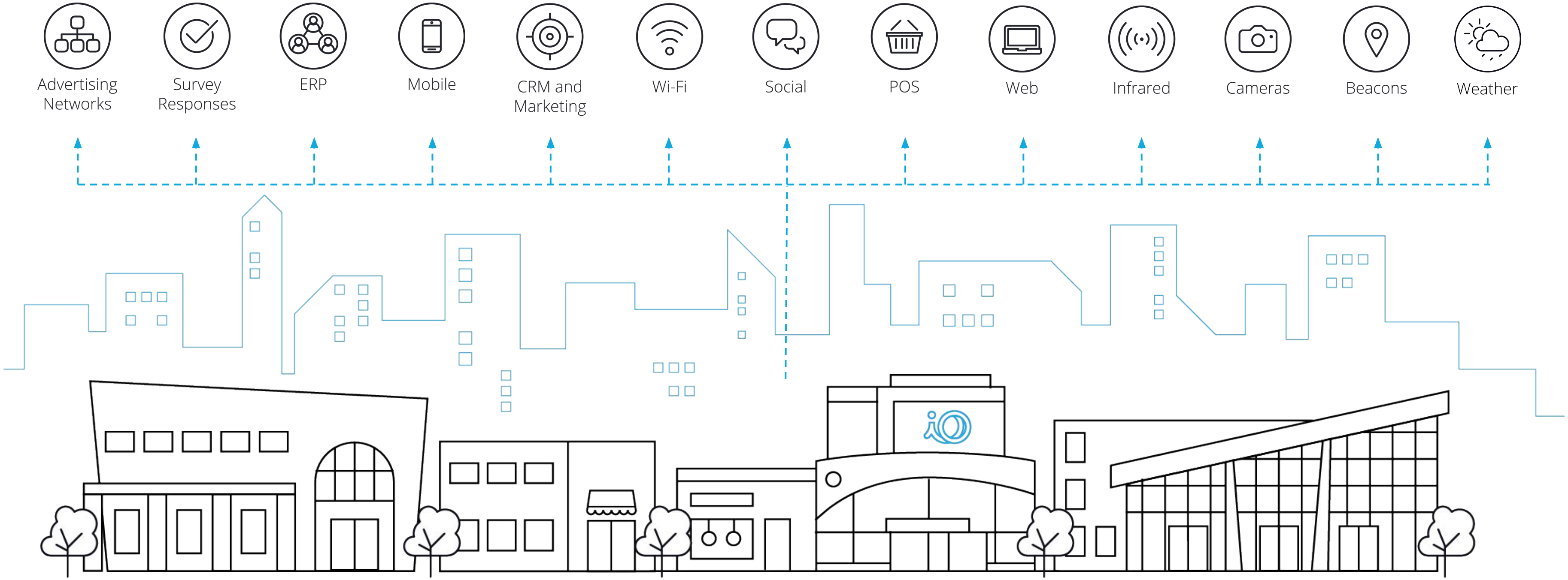

- Tightly held – Top 20 shareholders hold ~64%

* 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).

*Omnidata intelligence* is the practice of analysing multiple data sets to create a complete understanding of *experiences* across the *physical and digital world.*

# 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.



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## FOUNDATION DATA LAYER

+23.9m unique registered users / +254m visits analysed

### IO Platform

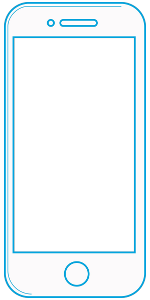
An analytics and data-driven marketing platform. (Multi year SaaS recurring revenue contracts)

Connect (data collection)
Insight (data analytics)
Engage (marketing tools)

### Data Consulting Services (DCS)

Delivering actionable research outcomes through the fusion of digital and behavioural data.

### Marketing Services (MS)



Best in-class data-driven marketing practices and strategy.

# Enterprise Client Snapshot

PRECISION GROUP
IGUATEMI Empresa de Shopping Centers SA
DASA·GROUP
ALIANSCE SHOPPING CENTERS
BLACKSTONE PROPERTIES
JLL
SCENTRE GROUP
Cincinnati Bell
AO australian open
THE KOOPLES PARIS
ONE FINE ONE PROPERTY
mirvac
ISPT SUPER PROPERTY
HABIB'S
NZ RETAIL PROPERTY GROUP MADE FOR NZ
Nando's
HSBC
OPTUS
DEXUS PROPERTY GROUP
UNI QLO
Durham University
MARKET CITY
lendlease
Westfield
orangetheory FITNESS
METRÔ
lederer GROUP
WAVERLEY COUNCIL
PRET ORGANIC COFFEE NATURAL FOOD
The GPT Group
crescent mall
FRIGELAR
city of CINCINNATI
Nuffield Health
Barangaroo
WELLINGTON AIRPORT
national museum australia
WOOLWORTHS
VERSACE
McARTHURGLEN DESIGNER OUTLETS
ANYTIME FITNESS
LEWIS LAND GROUP

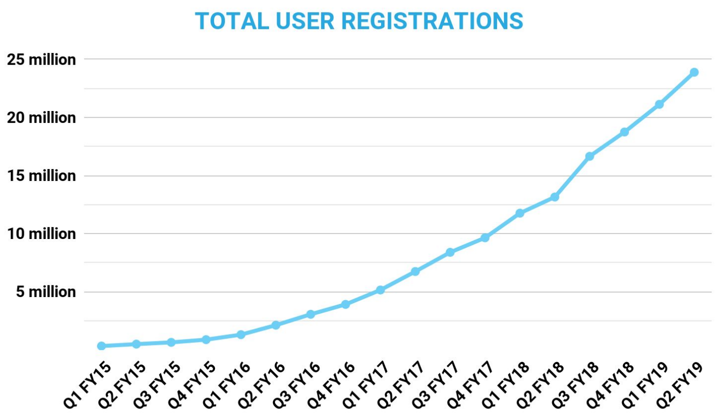
# OPERATING HIGHLIGHTS

# Operating Highlights

## Q2 FY2019

- Total registered user base **up 13.1%** on previous quarter reaching **23.9 million unique users** (growth of 82% when compared to Q2 FY2018)
- Significant new contract wins during and post quarter in the Australian, European and Brazilian markets
- Introduced people counting services across several contracts, proving to be a multi-data source analytics platform

# Key User Operating Metrics





Total registered user base increased by **+13.1%** qoq from **21.1 million** to **23.9 million** unique users.

Quarterly customer visits increased by +**6.6%** qoq from **238 million** to **254 million.**

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# New Contracts

## Strong deal activity in the Australian and the America's

### DURING THE QUARTER // Q2 FY2019

**HABIB'S**

- Three-year contract
- 360 restaurant chain venues
- 'IO Connect' and 'IO Insight'

**ISPT**

- One-year contract
- 32 retail and commercial office tower venues
- 'IO Connect'

**TBA**

- Three-year contract with leading large format retail landlord in Australia
- 40 retail centres
- 'IO Connect' and 'IO Insight'

### POST QUARTER END

**Cincinnati Bell**

- Five-year contracts in partnership with Cincinnati Bell
- City of Fairborn and University of Dayton
- 'IO Insight', 'IO Connect' and 'IO Engage'

**SOMERSET COUNTY CRICKET CLUB**

- Three-year contract with Somerset County Cricket Club
- Deployment in sporting events and stadium vertical
- 'IO Insight', 'IO Connect' and 'IO Engage'

# New Appointed Chairman

## Mr. Andrew Johnson

- Mr Andrew Johnson appointed to the role of Chairman of the Board of Directors, having been a Non-Executive Director of Skyfii since its listing in late 2014
- Andrew brings extensive experience in the technology and telecommunications industry, both in Australia and internationally
- Andrew has previously held senior executive roles at Computer Sciences Corporation and Telstra
- Currently Managing Partner of the Delta Systems International and Chairman of Kumul Telikom Holdings (PNG)

# FINANCIAL HIGHLIGHTS

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# Revenue Definitions

**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 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.

MS= Marketing Services    DCS= Data Consultancy Services

# Financial Highlights

## QUARTERLY HIGHLIGHTS

- Total Operating Revenues for **Q2 FY2019 were $2.4 million, up 7%** on the previous quarter
- Recurring Revenues for **Q2 FY2019 were $1.2m, up 10%** on the previous quarter **(up 37% compared to Q1 FY2018)**
- Services Revenues (DCS & MS) in **Q2 FY2019 of $608k, down 9%** on the previous quarter

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## CASH POSITION & COSTS MANAGEMENT

- The Company maintained a **cash position of $1.44m, up from $1.1m** at the end of the previous quarter (30 September 2018)
- The Company does not require any further capital raising to support daily operations



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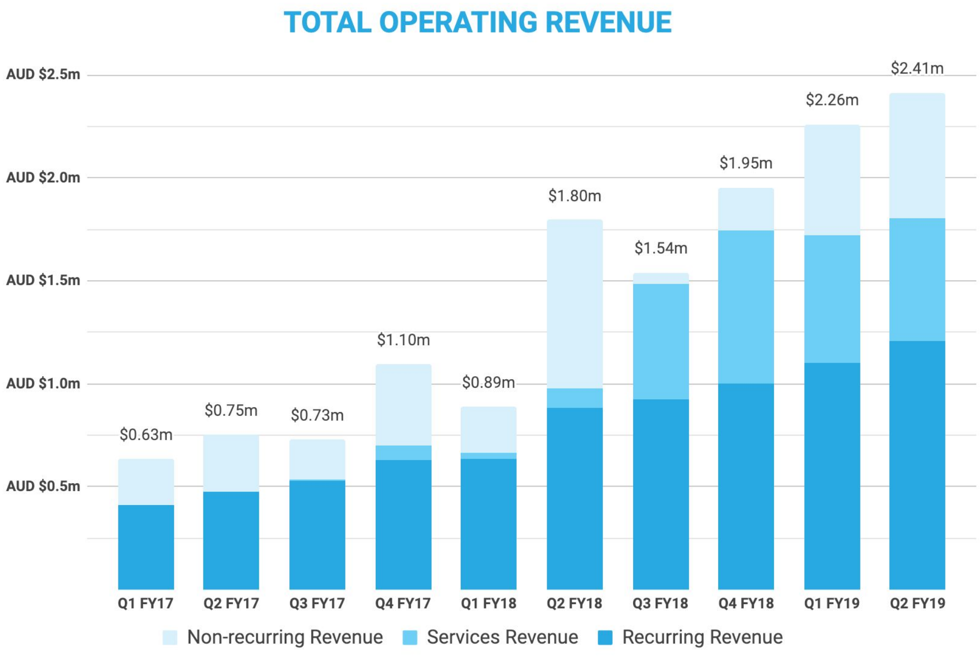
# Total Operating Revenue

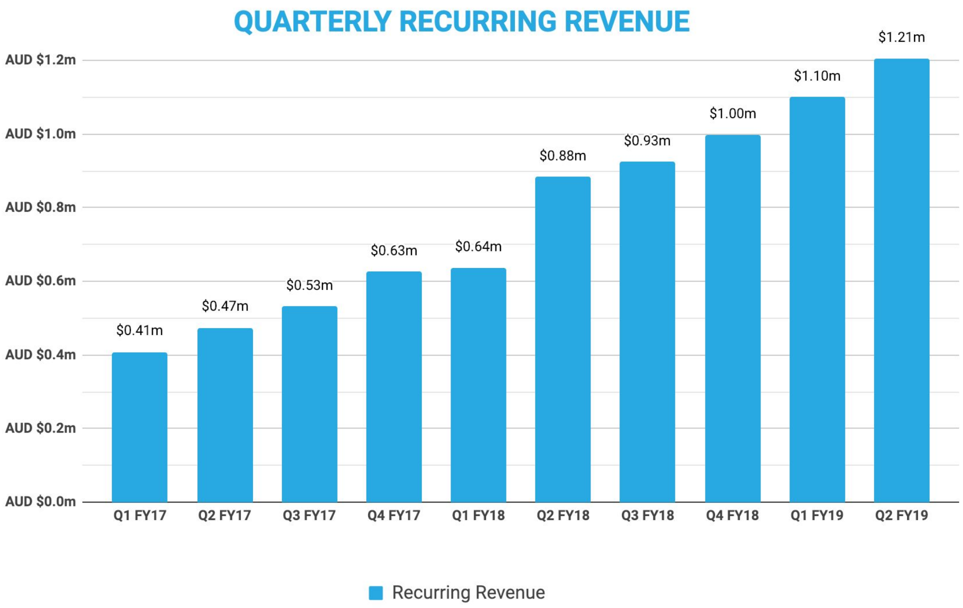



- Total Operating Revenues at **A$2.4m for Q2 FY2019**, up **7%** from the prior quarter
- Non-Recurring Revenues for the quarter of **A$601k for Q2 FY2019**, up **15%** on the previous quarter, representing the deployment of hardware and infrastructure, implementations and upfront set up fees, which underpin recurring revenues



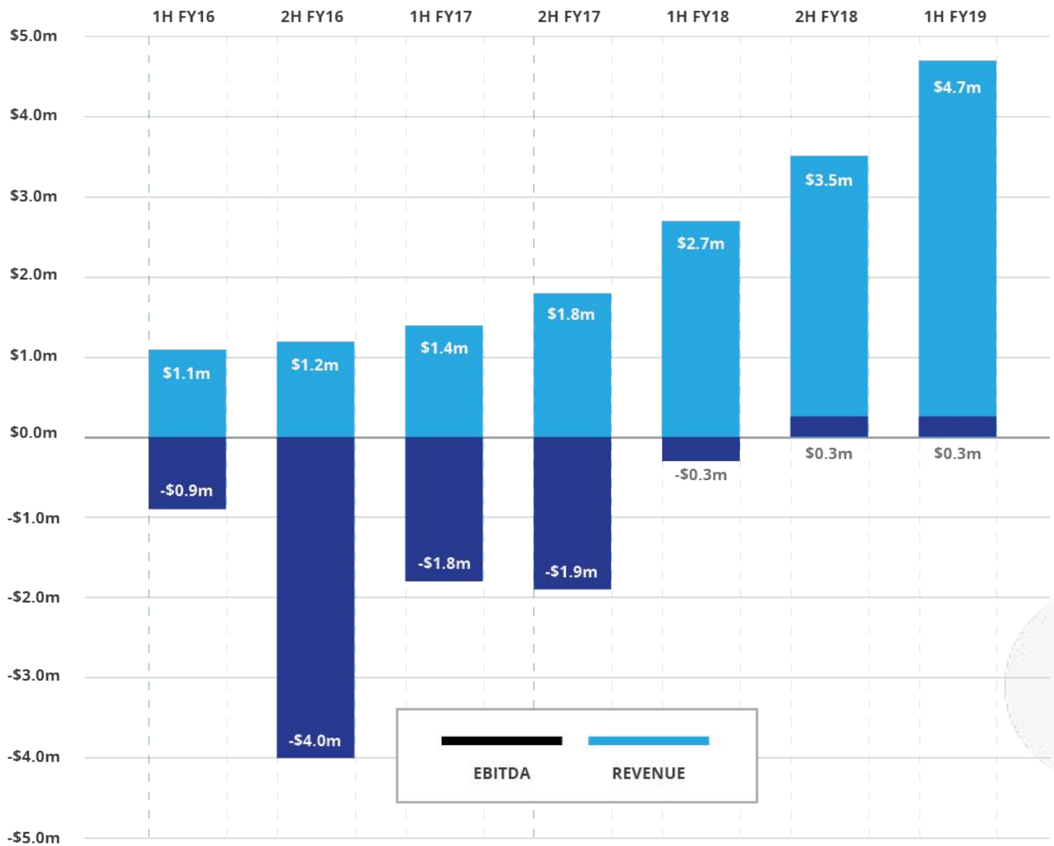
* Provisional unaudited for the quarters ended 30 September 2018 (Q1 FY2019) & 31 December 2018 (Q2 FY2019)

# Quarterly Recurring Revenue




- Recurring Revenues of A$1.2m for Q2 FY2019, an increase of 10% quarter on quarter
- Recurring Revenues are typically contracted on 3-5 year contract terms

# 1H FY2019 Revenue & EBITDA




- Total Operating Revenues for the first half of FY2019, of $4.7m, exceeding the $4.5m forecast announced in October 2018
- This result representing a 34% increase compared to 2H FY2018 and a 74% growth on 1H FY2018
- The Company remains focused on managing its operating costs, whilst investing our operating model to accelerate growth

# FY2019 OUTLOOK

# Outlook

## KEY FOCUS AREAS FOR FY2019

- Continued focus on achieving a positive full year EBITDA
- Investment in our operating model to support growth
- Conclude negotiations for several customer contracts within the ANZ and Americas regions
- Diversify addressable verticals with further growth expected within major transit venues, cultural centres and the retail vertical
- Maintain market leading position with preferred services offering as key differentiator of go-to-market strategy

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