29 / 07 / 19 | QUARTERLY INVESTOR PRESENTATION

skyfii iO

The World's First Omnidata Intelligence Company

We exist to help physical venues use data to better understand visitor behavior.

Company Overview

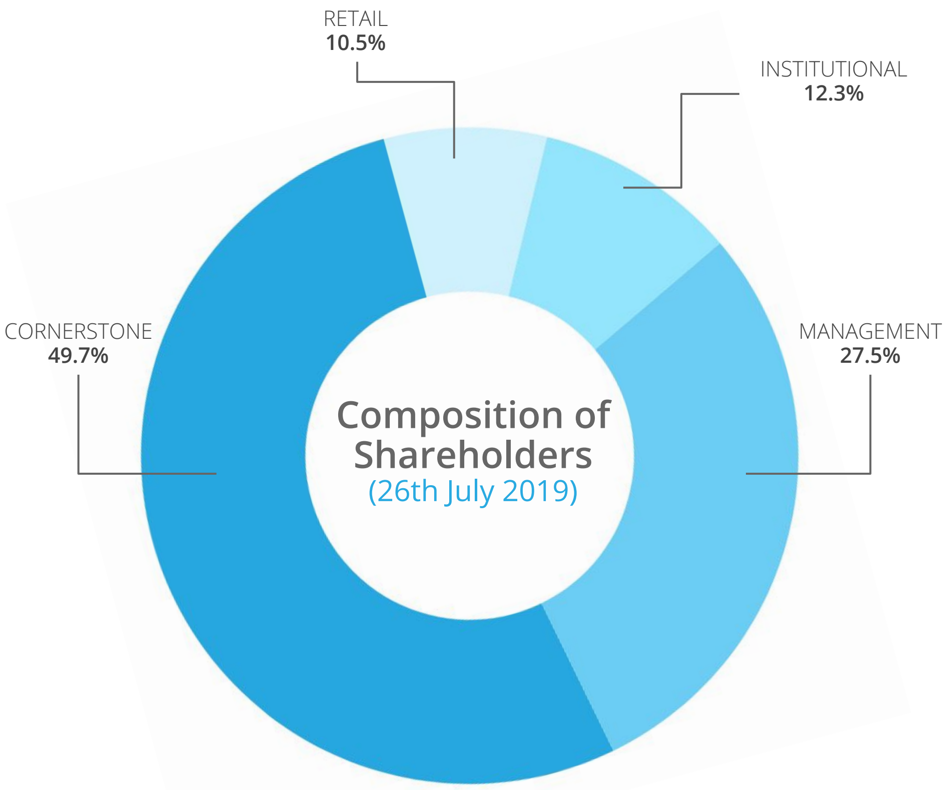
Company Overview

KEY MARKET STATISTICS

ASX code	SKF
Share price (26th July 2019)	A$0.175
Market capitalisation (26th July 2019)	**$55.6 million**
Total shares outstanding	318 million
Cash balance 30th June 2019*	**$1.33 million**

KEY SHAREHOLDINGS

	Shares Held (Rounded)
Jagafii	33,260,006
Thorney Technologies	26,135,555
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jan Cameron	18,053,011



- Tightly held – Top 20 shareholders hold ~68%

.* Cash at bank of $1.33m at end of Q4 FY2019 (30 June 2019), up from $1.2m at the end of the previous quarter (31 March 2019).

skyfii

Executive Team

Wayne Arthur
Chief Executive Officer

John Rankin
Chief Operating Officer

Michael Walker
Chief Information Officer

Koreen White
Finance Director

Jason Martin
Chief Product Officer

Ian Robinson
Sales Director

Non-Executive Directors

Andrew Johnson
Chairman & Non-Executive Director

Jon Adgemis
Non-Executive Director

Lincoln Brown
Non-Executive Director

Sue O'Malley
Non-Executive Director

About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

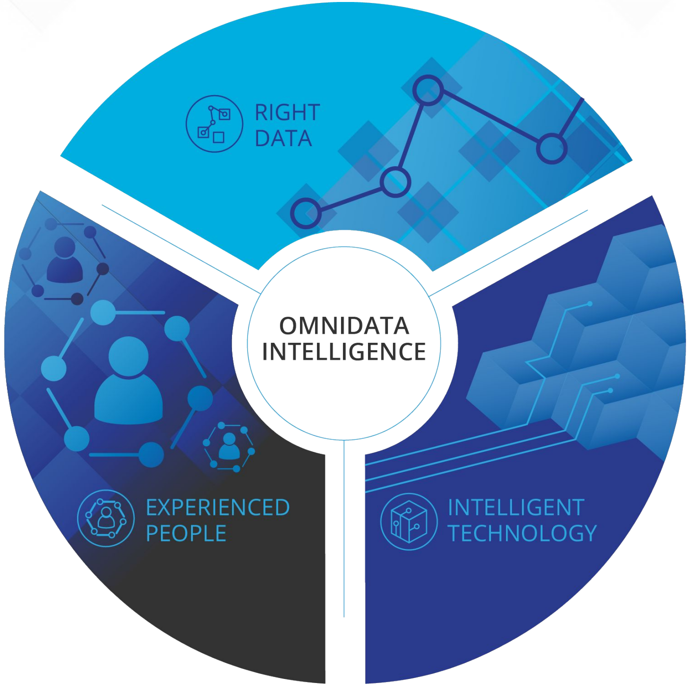
Skyfii is a global technology company that transforms the way organisations collect, analyse and extract value from data.

We process billions of data points monthly, captured in the physical & digital world to help businesses better understand and improve the experiences of millions of customers every day.

- Offices in 8 countries
- 54 staff globally
- Portfolio of 8,000+ venues across 30 countries

Omnidata Intelligence

The practice of analysing multiple data sets to create a complete understanding of experiences across the physical and digital world.



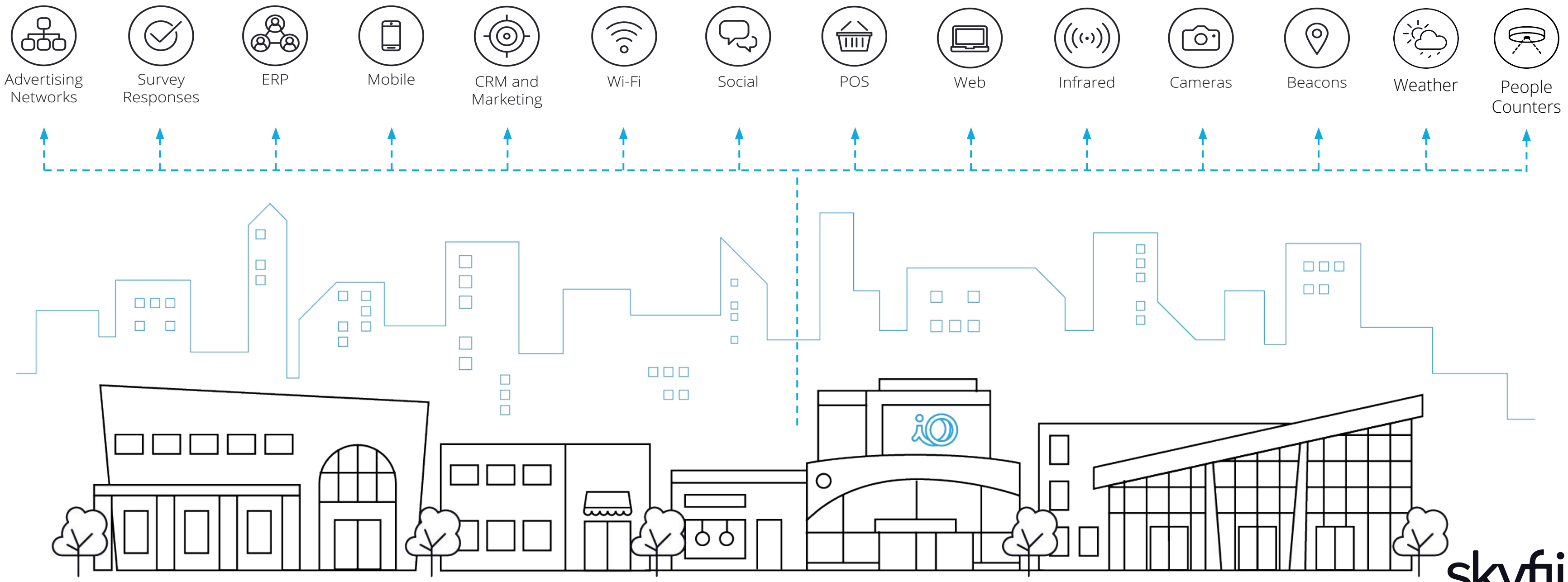
HOW SKYFII WORKS

RIGHT DATA

SKYFII INTEGRATIONS

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. The scope, scale and integrity of our data allows our customers to maximize their client engagement and satisfaction



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INTELLIGENT TECHNOLOGY

SKYFII IO

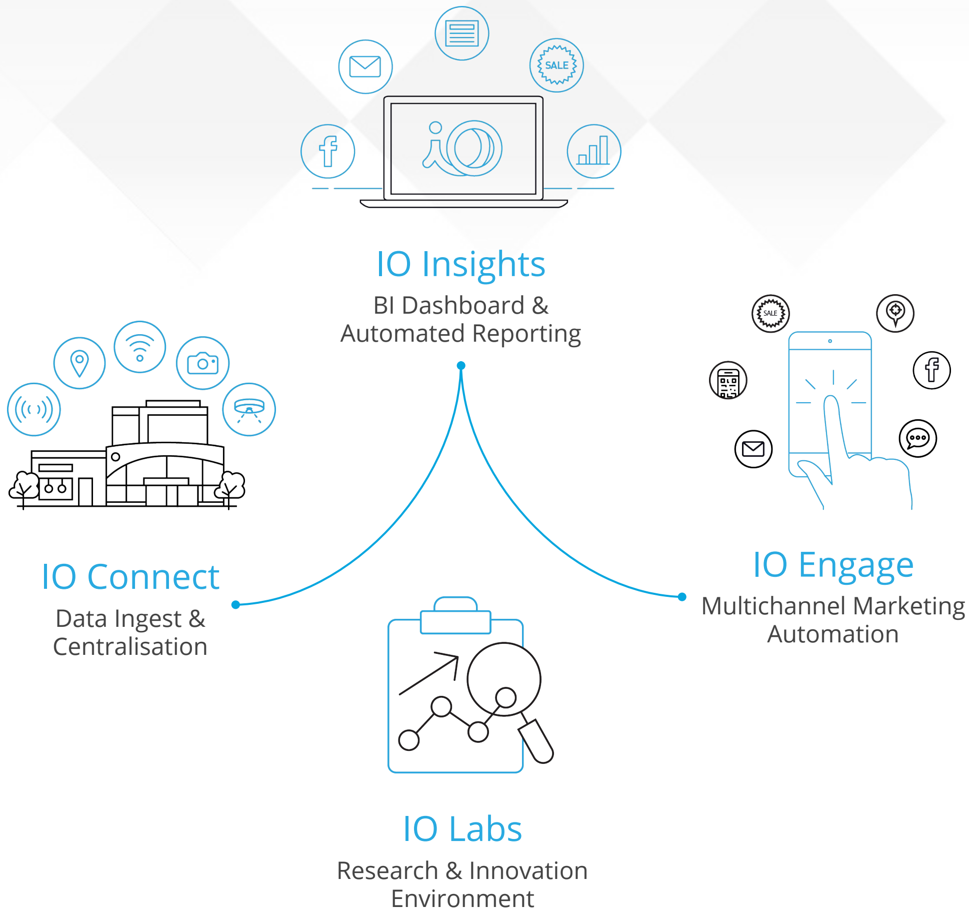
Intelligent Technology

- **IO Connect** automates the collection, storage and processing of data from a wide variety of sources including; CRM, Survey, WiFi, Camera, BLE / Mobile Apps, Weather, POS / Sales, ERP / Accounting and Finance.

- **IO Insights** automates reporting of data collection in real time including: social, visitor, behavior, opportunity and WiFi.

- **IO Engage** provides marketing tools to deliver & automate content across a number of channels including; Email, SMS, Mobile Push, WiFi Captive Portal and OOH Digital Screens.

- **IO Labs** is a research and innovation environment where Skyfii's data science & strategy teams build the products of tomorrow and support custom client needs.



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Skyfii IO is a suite of cloud-based software products that help you use your data to streamline operations, improve the visitor experience, and drive marketing outcomes.

SKYFII IO IS A MODULAR PLATFORM THAT CAN BE ADAPTED TO EACH VENUE'S NEEDS

GUEST WIFI

Scale and customize the guest Wi-Fi user experience across multiple locations.

PEOPLE COUNTERS

Get high-fidelity traffic data and measure detailed interactions within your venue.

IO CONNECT

Consolidate data from WiFi, people counters, and other sources in a single view.

IO INSIGHT

Analyze data about visitor behavior and venue performance.

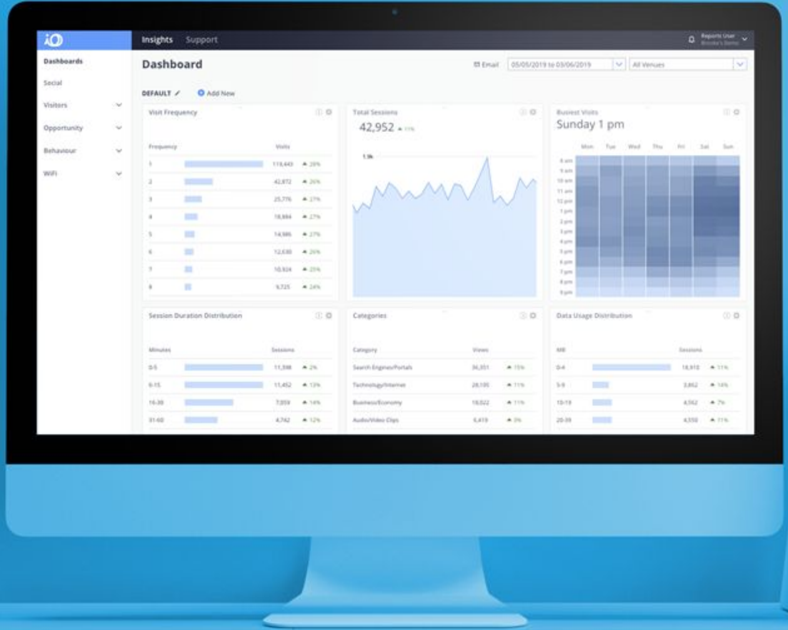
IO ENGAGE

Automatically communicate with visitors via email, WiFi, SMS, and push notifications.

IO LABS

A development environment that provides advanced insights for customer-specific needs.

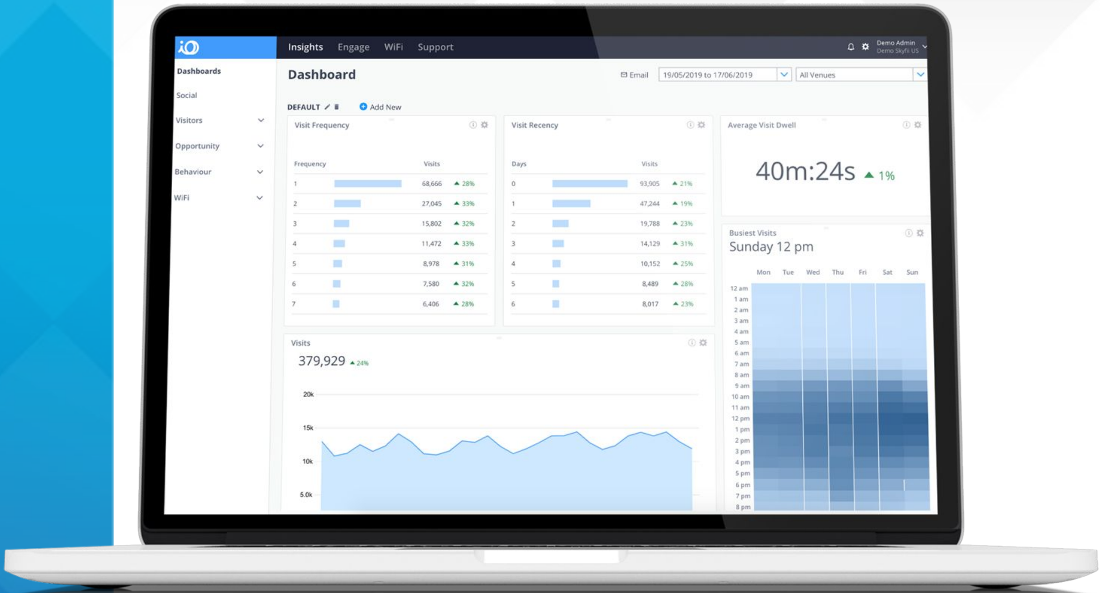
Businesses typically use Skyfii IO in three phases...



1

Establish Baseline Metrics for Visitor Behavior

Most venues start by using Skyfii to get more value from the technology infrastructure they already have.



2

Add Context With Additional Data Sources

Skyfii IO can incorporate data from multiple aspects of your business.

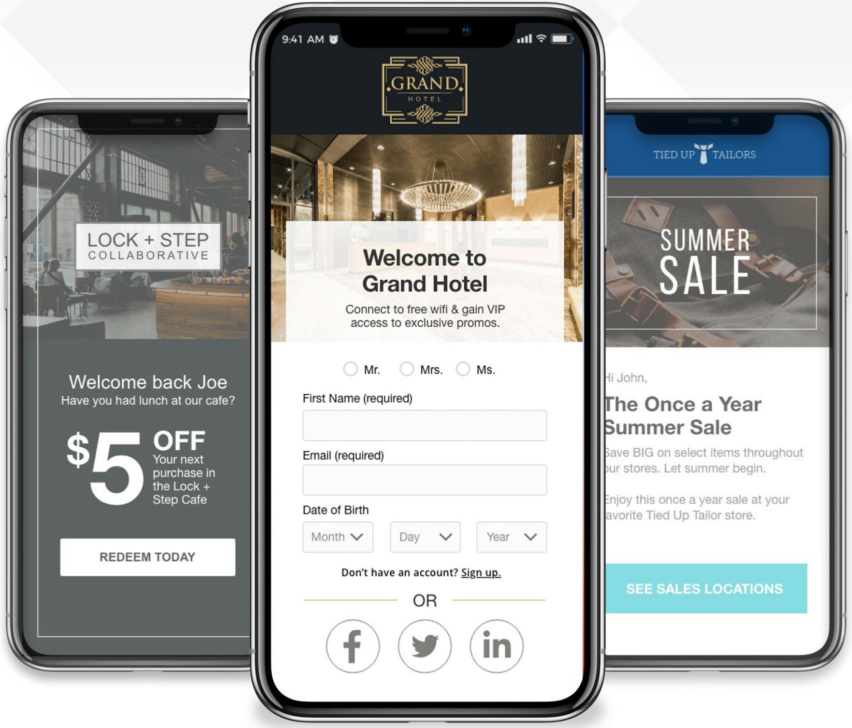
By selecting the right data sources, Skyfii can add more context to the data you're already collecting.

3

Engage Visitors To Obtain Deeper Insights

Obtain email, phone, name, zip code, survey responses and other visitor-provided data

Send and measure responses to email campaigns, SMS messages, in-app notifications, and mobile content.



skyfii IO

EXPERIENCED PEOPLE

SKYFII IO SERVICES

Skyfii's expert data scientists, strategists, and marketers develop customized solutions designed around your venue's unique needs.

CUSTOM RESEARCH

When you have critical business questions that can't be addressed with software alone, our data scientists can help.

DATA STRATEGY CONSULTING

Skyfii's digital experts can help you create a digital transformation plan that will turn your venues into rich sources of insights.

ENGINEERING

Our engineering team can automate and integrate our IO platform software to match your exact needs.

Operating Highlights

Q4 Operating Highlights

Significant new contract wins in Australia, including:

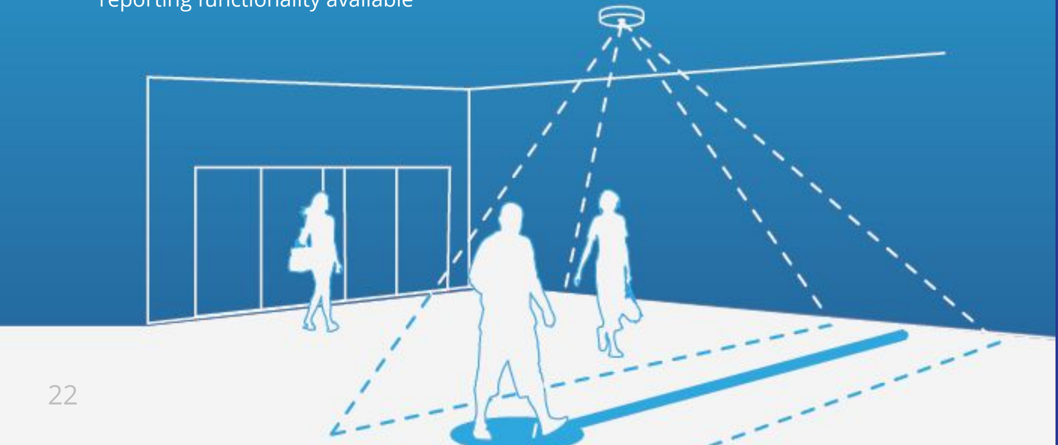
Fortius Fund Management (Retail Property) - 3 year Master Services Agreement for 'IO Connect' and 'IO Insight'

Sydney Cricket Ground (Stadium) - 5 year contract for 'IO Connect' and 'IO Insight'

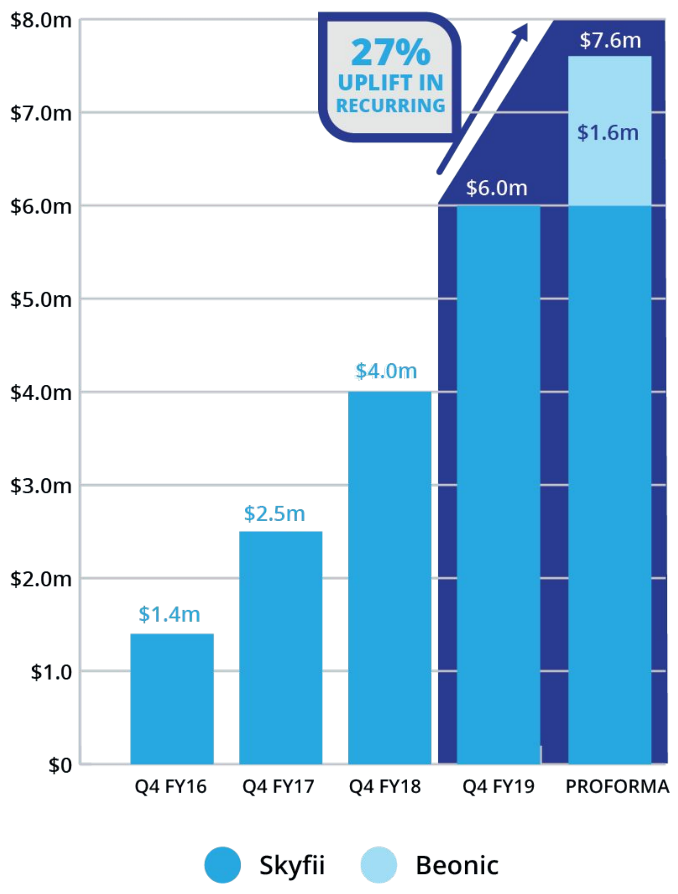
Skyfii Completes Acquisition of Beonic

Strategic Rationale

- **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



PROFORMA ANNUALISED RECURRING REVENUES (ARR)



Enterprise Client Snapshot

PRECISION GROUP
IGUATEMI Empresa de Shopping Centers SA
DASA·GROUP
ALIANSCE SHOPPING CENTERS
BLACKSTONE PROPERTIES
JLL
NATIONAL LIBRARY OF AUSTRALIA
SCENTRE GROUP
Cincinnati Bell
AO australian open
THE KOOPLES PARIS
ONE FINE ONE PROPERTY
mirvac
ISPT SUPER PROPERTY
HABIBS
NZ RETAIL PROPERTY GROUP MADE FOR NZ
Nando's
HSBC
OPTUS
DEXUS PROPERTY GROUP
UNI QLO
Durham University
MARKET CITY
lendlease
Westfield
LEWIS LAND GROUP
orangetheory FITNESS
METRÔ
WAVERLEY COUNCIL
ORGANIC COFFEE PRET NATURAL FOOD
The GPT Group
crescent mall
FRIGELAR
SYDNEY CRICKET GROUND
city of CINCINNATI
HOME CONSORTIUM
MoAD
FORTIUS
lederer GROUP
Nuffield Health
Barangaroo
WELLINGTON AIRPORT
national museum australia
WOOLWORTHS
VERSACE
McARTHURGLEN DESIGNER OUTLETS
SOMERSET COUNTY CRICKET CLUB
SFMOMA
ANYTIME FITNESS
L'ORÉAL
new balance
DAVID JONES
QIC
AMPCAPITAL

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Financial Highlights

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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 monthly, recurring or fixed fee projects.

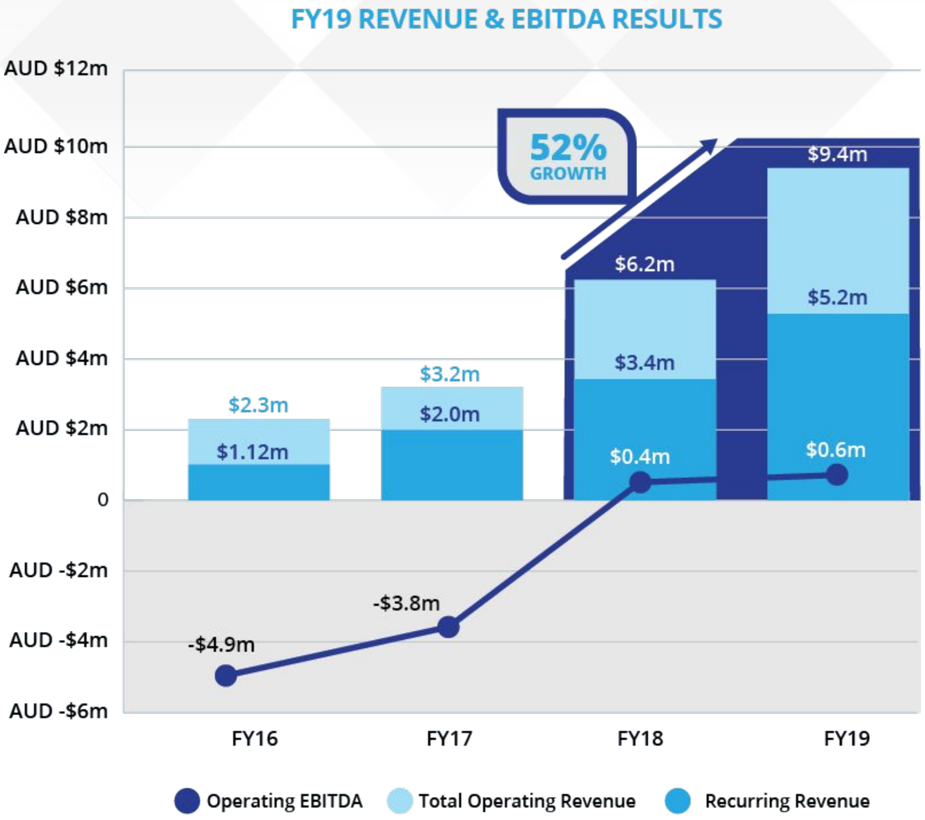
NON-RECURRING REVENUES
are generated from the deployment of hardware and infrastructure, implementations and upfront setup fees, which underpin recurring revenues, including installation of Wireless Access Points, 2D and 3D cameras and People Counting technology.

MS= Marketing Services DCS= Data Consultancy Services

Financial Highlights

FY19 HIGHLIGHTS

- Total operating revenue of $9.4m, up 52% on prior year
- Recurring revenue of $5.2m, up 50% on prior year
- The Company maintained a cash position of $1.33m, up from $1.2 at the end of the previous quarter (31 March 2019)
- The Company announced on the 14 May 2019 a $2m loan facility of which $1.5m remains undrawn



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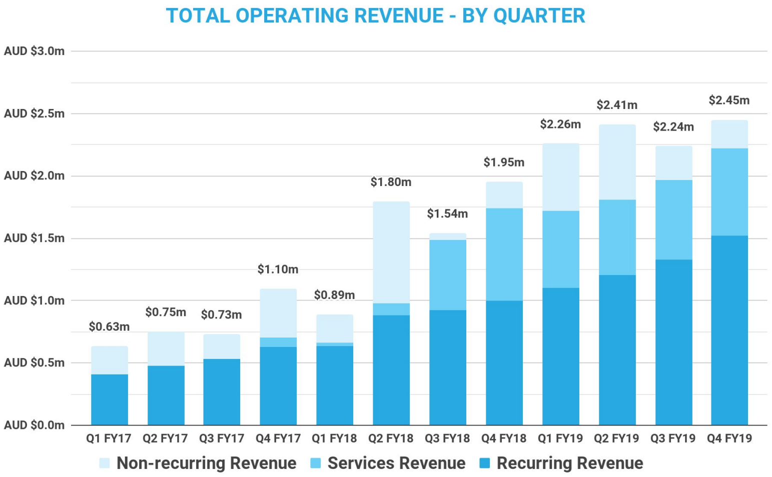
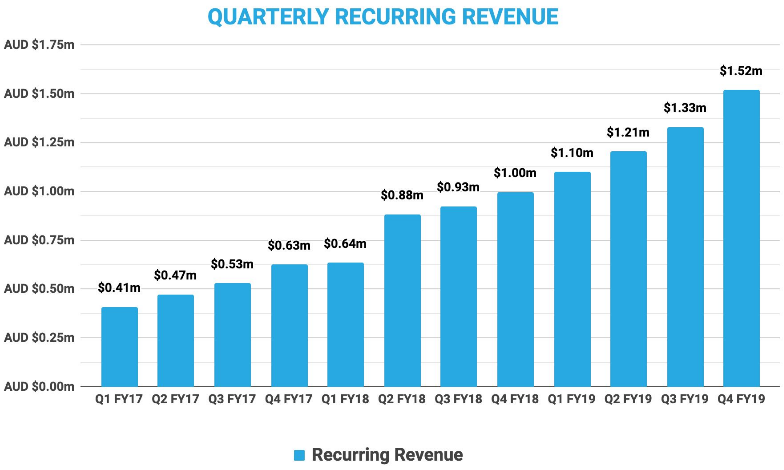
Q4 Total Operating Revenue

- Total Operating Revenues at **A$2.45m for Q4 FY2019**, up **9%** from the prior quarter
- Services revenues at **A$0.7m,** up **10%** from the prior quarter



Q4 Quarterly Recurring Revenue

- Recurring Revenues of **A$1.52m for Q4 FY2019**, an increase of **14%** quarter on quarter
- Recurring Revenues are typically contracted on 3-5 year contract terms



* Provisional unaudited for the quarters ended 31 March 2019 (Q3 FY2019) & 30 June 2019 (Q4 FY2019)

FY2020 Outlook

Outlook

KEY FOCUS AREAS OF FOCUS FOR FY2020

- Conversion of key contracts within our International markets
- Deliver strong topline and recurring revenue growth across all regions
- Maintain focus on cash management and maintaining a positive EBITDA position
- Integrate the Beonic (people counting) business and expand offering into the UK, USA and Brazil
- Increase the number of datasets represented in the IO platform
- Further build out our partnership with global ecosystem partners

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