



*The World's First **Omnidata Intelligence** Company*

Q2 FY2020 Quarterly Results Presentation

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

## About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

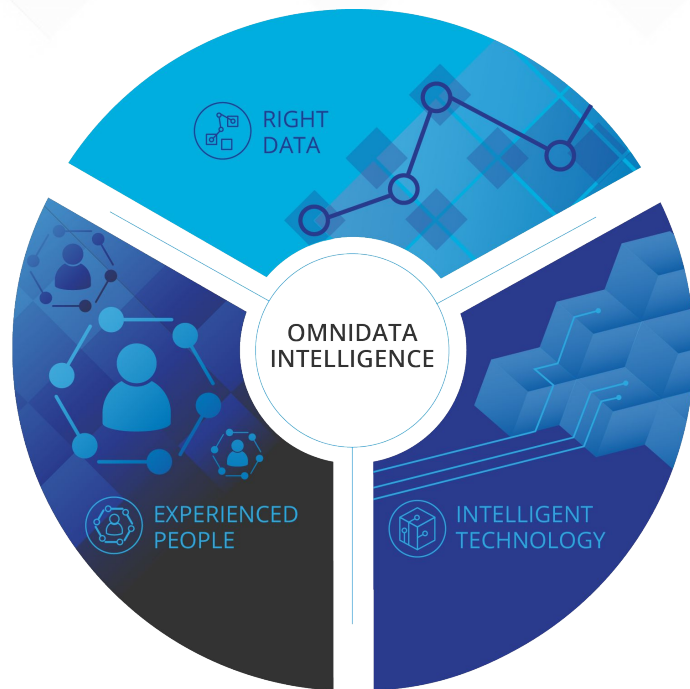
Skyfii is a global technology company that transforms the way organisations collect, analyse and extract value from data.

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 7 countries
- 64 staff globally
- Portfolio of 10,000+ venues across 30 countries

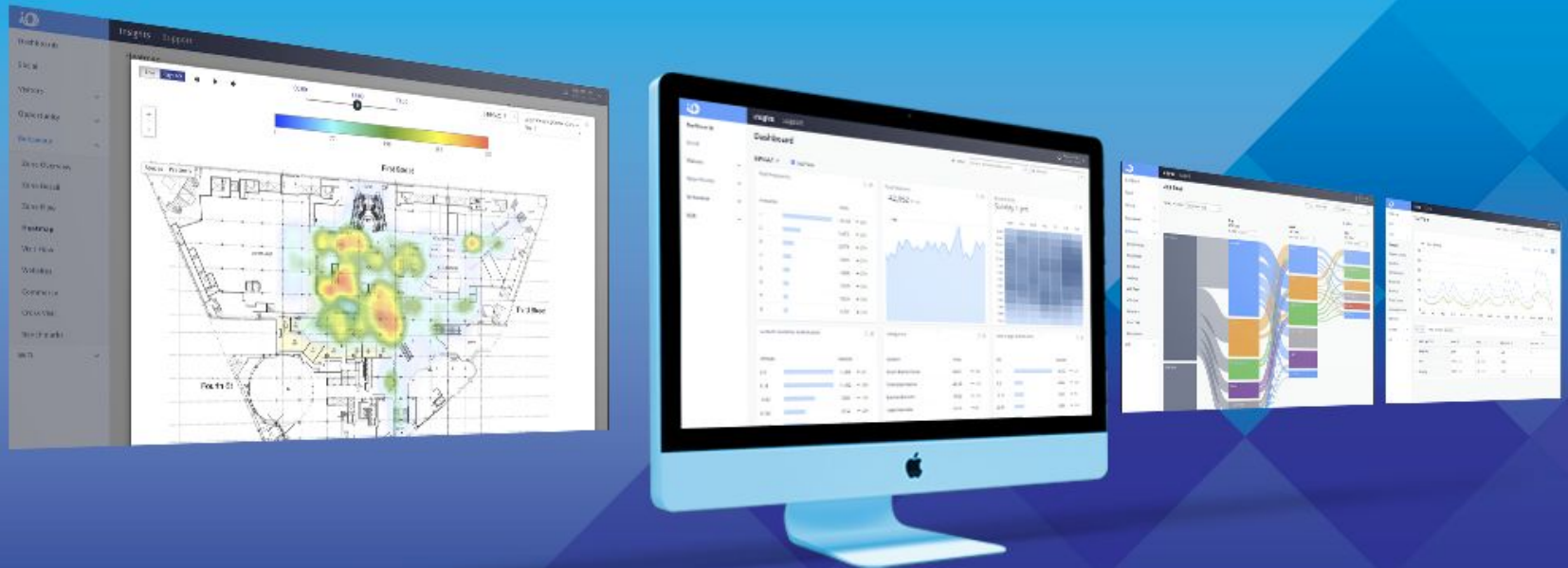
## Omnicdata Intelligence

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

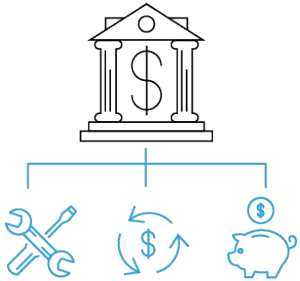


# Data Intelligence Platform built for Physical Venues

IO 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.



# Business Snapshot



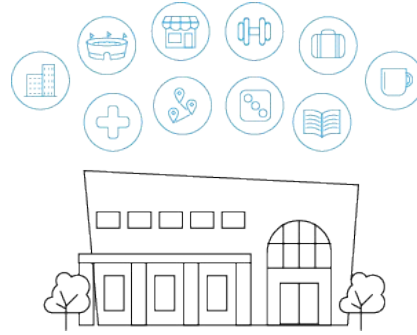
## Types of Revenues

1. Multi-year SaaS subscriptions
2. Data & Marketing Services
3. Non-recurring



## Types of data points

>25 different capture points that analyse billions of data points monthly



## Verticals

10 key verticals  
Focus on Enterprise



## Customers

900+ customers  
10,000+ venues

---

# Operating & Financial Highlights



## Notable contract wins

Significant new international contracts wins during the quarter, including:



### **ISPT (Australia, Retail and Commercial Property)**

3 year contract for 'IO Connect' and 'IO Insight' across 31 properties



### **Macerich (USA, Retail property)**

Initial 1 year contract for 'IO Connect' into 15 properties



### **TJ Morris (UK, Retail Group)**

3 year contract for 'IO Connect' into 100 stores initially



### **Betfred (UK, Gambling)**

3 year contract for 'IO Connect' into 100 stores initially



### **El Dorado (USA, Furniture Retail)**

Initial 1 year contract for 'IO Connect' and 'IO Insight' into 13 outlets initially



# Q2 FY2020 Results\*

Revenue  
\$3.7m  
(Q2 FY2020)

↑ 20%

Recurring Revenues  
\$2.33m  
(Q2 FY2020)

↑ 13%

ARR\*\*  
\$10m

↑ 11%

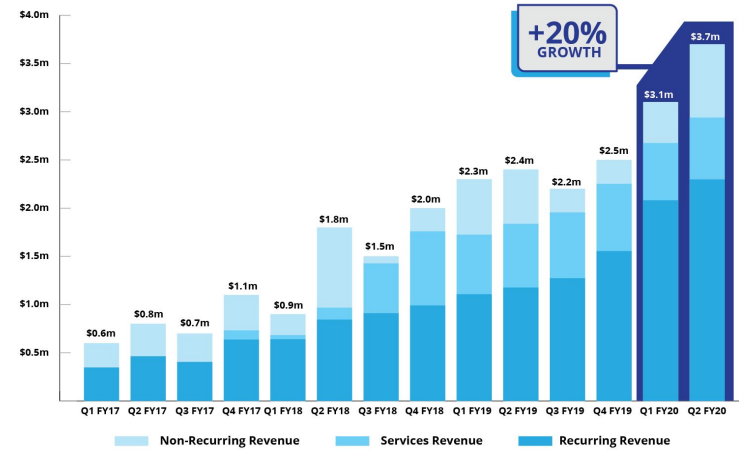
Cash at Bank @  
31st Dec 19

\$3.74m

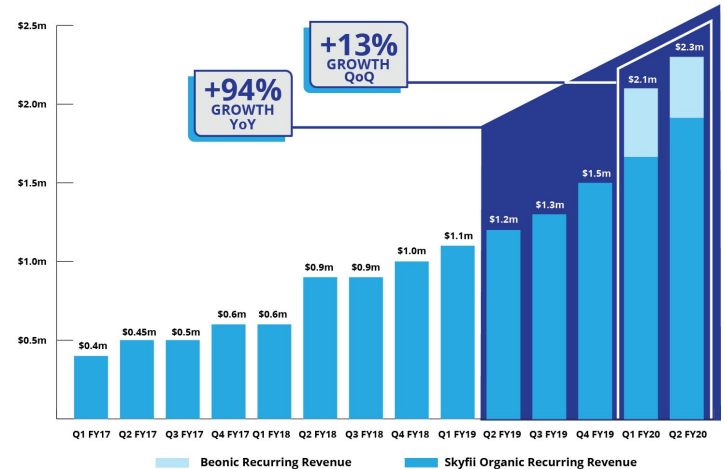
\* All revenues are inclusive of Beonic transaction which completed on 9 July 2019

\*\* Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q2 FY2020

## TOTAL OPERATING REVENUES - BY QUARTER



## QUARTERLY RECURRING REVENUE



# 1H FY2020 Results\*

Revenue  
\$6.8m  
(1H FY2020)

↑ 45%

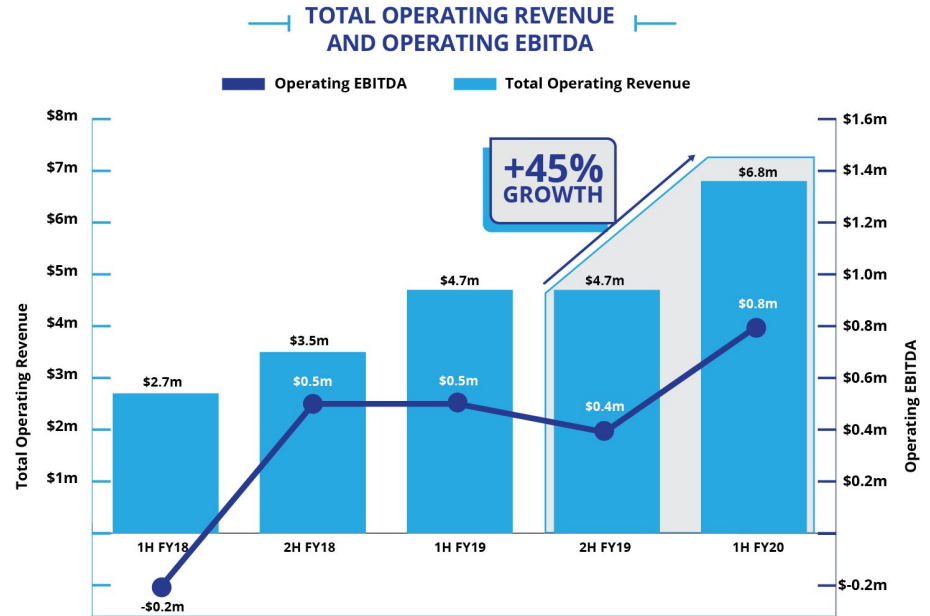
Operating  
EBITDA  
\$0.8m  
(1H FY2020)

↑ 100%

Gross  
Margin

79%

\* For the quarters 30 September 2019 unaudited (Q1 FY2020) and 31 December 2019 unaudited (Q2 FY2020)





---

# Outlook



## Qualified Sales Pipeline Snapshot

FY20 qualified advanced stage pipeline of

**~\$19.3m**

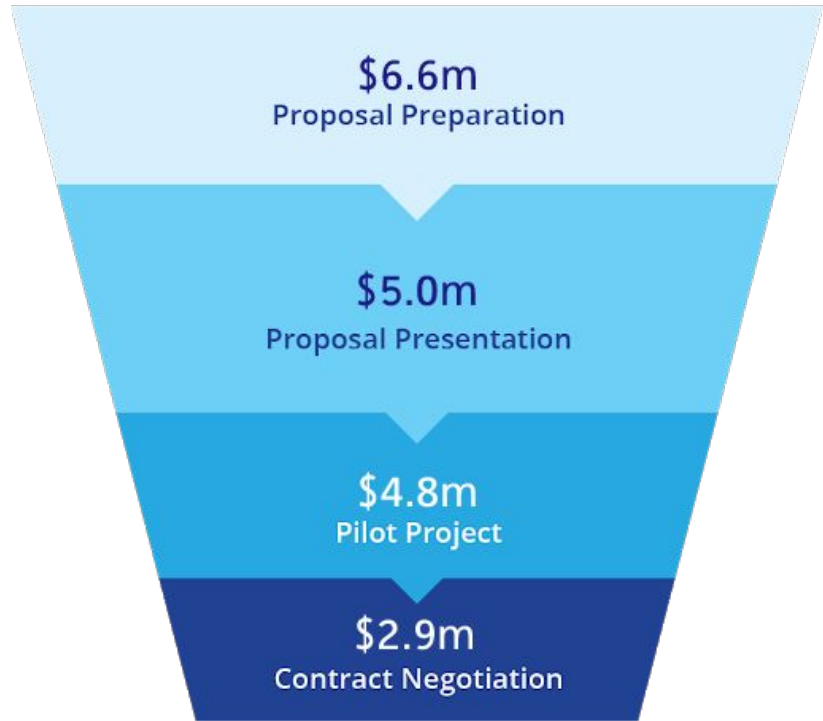
**~55%**

of pipeline in international markets

Exit Q2 with

**A\$10m** ARR

## —| FY20 PIPELINE |—





## Outlook

### KEY FOCUS AREAS OF FOCUS FOR FY2020

- Conversion of key contracts within our International markets, which will drive an increased level of revenue contribution to The Company for FY20
- Maintain strong growth in topline and recurring revenues for the full year FY20
- Focus on cash management and maintaining positive EBITDA growth
- Continue to increase the number of datasets represented in the IO platform to provide further growth within existing customer accounts
- Further build out our global partner ecosystem to accelerate growth opportunities and unlock new markets

# skyfii



## Media

John Rankin  
Chief Operating Officer  
*Skyfii*  
p: +61 2 8188 1188  
e: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)



## Investors

Craig Sainsbury  
Executive Director  
*Market Eye*  
p: +61 428 550 499  
e: [craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)

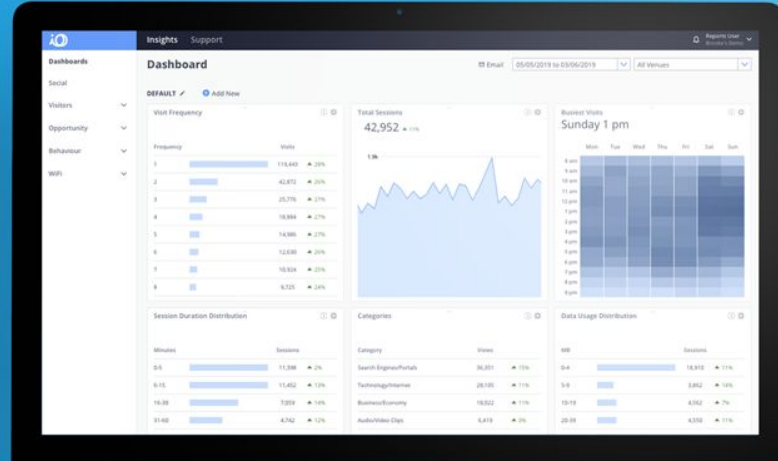


---

# Appendix



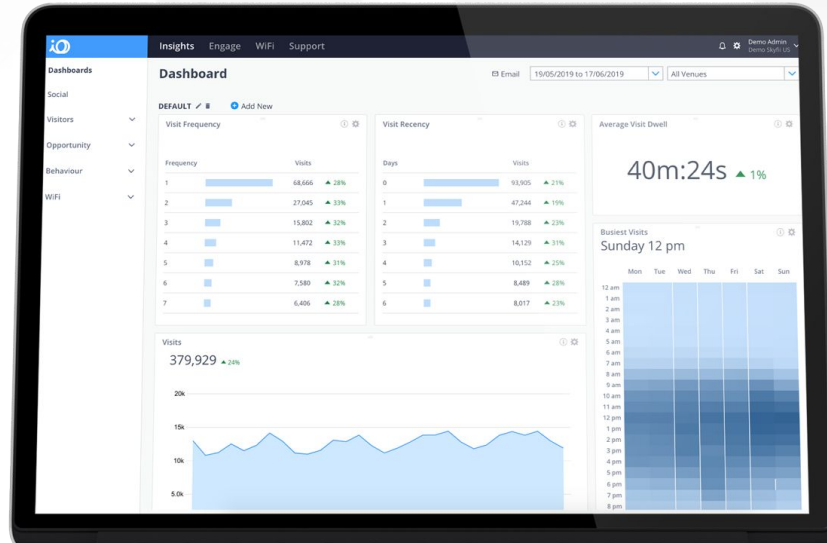
Businesses typically use  
Skyfii IO in three phases...





# 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.



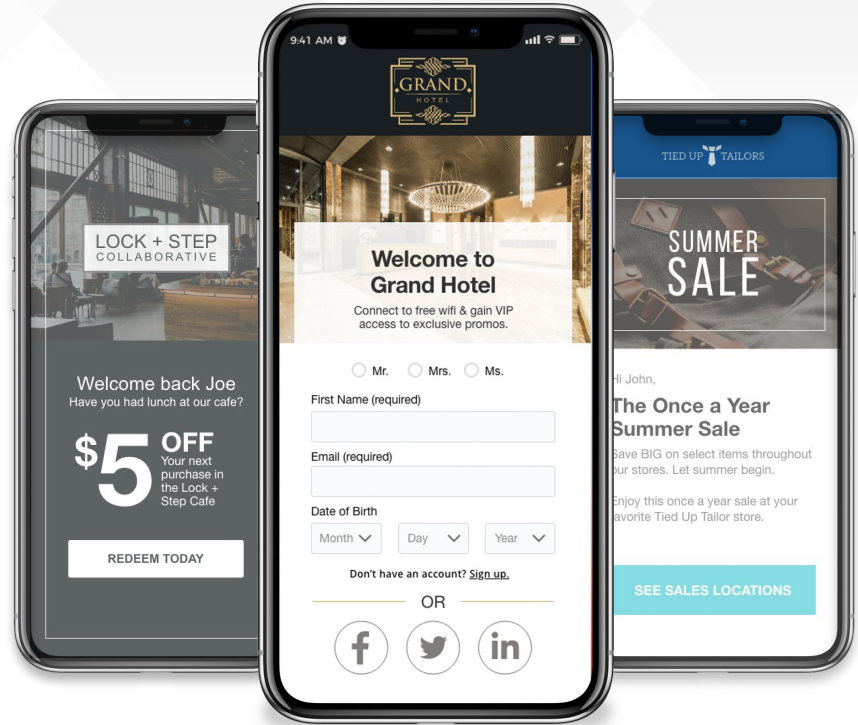


# 3

## 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.





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.

## Important Notice and Disclaimer

This presentation has been prepared by Skyfii Limited (ACN 009 264 699) (Skyfii or the Company). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation may contain information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements, as are statements regarding the Company's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause actual results to differ materially from those expressed or implied in such statements.

The Company cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that the Company's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and the Company assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

All references to dollars are to Australian currency unless otherwise stated.

To the maximum extent permitted by law, the Company makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, the Company shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.