



## FY21 Annual General Meeting Presentation

*The World's First Omnidata Intelligence Company*

## About Skyfii

### Digital & Data Transformation for Physical Venues

Our **mission** is to be the world's most trusted partner for responsibly using technology and data to positively measure, manage and influence relationships between people, and the places they visit.

Our **vision** is to improve visitor experiences by understanding human behaviour.

**11B** data points  
processed everyday

**90,000** connected IoT  
devices

**11,000+** venues

**+200** data integrations

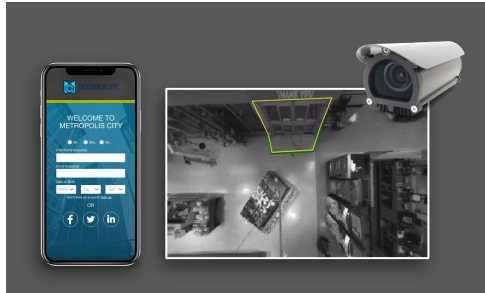


# Data Intelligence for physical spaces

- Skyfii is fully integrated with the hardware and software offerings of the largest tech vendors such as Aruba, Cisco, Meraki and Ruckus.
- Skyfii has experience working with large volumes of heterogeneous data sets including; Survey, Wi-Fi, LiDAR, Camera, People Counters, Web, Social, Mobile / App, Sales / POS, Media / Campaign, CRM and Weather.
- Any data source that has an API or is available in a standard format such as CSV / Excel, SQL etc can be integrated.



# End-to-End Product & Services offering



## Technology Solutions

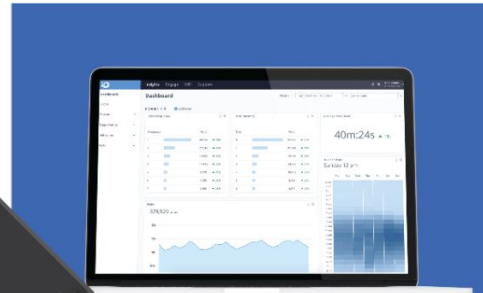
WiFi / People Counting /  
Cameras / IoT Devices/ LiDAR

Solution Design

Project Management

Systems Integration

Managed Services



## Skyfii IO Platform

Software-as-a-Service

IO Connect

IO Insight

IO Engage

IO Labs



## Professional Services

Data Science / Digital Marketing /  
Customer Success

Digital & Data Strategy

Data Science

Digital Marketing

Customer Success

# Key Uses for Skyfii across key verticals

We provide data analytics solutions to over 11,000 venues in +40 countries



## Commercial Property

- Occupancy Management
- Space Utilisation
- HVAC optimisation
- Visitor Registration & Contact Tracing



## Retail & Retail Property

- Marketing Automation
- Retail Planning
- Trade Area Analysis
- Customer Sentiment & Satisfaction
- Sales Conversion



## Major Transport Hubs

- Queue Management
- Passenger Flow Management
- Workforce Management
- Retail Conversion



## Sporting Stadia & Events

- Fan Engagement
- Crowd Analytics
- Event Attribution & Performance Analysis
- Retail Conversion
- Sponsorship & Advertising



## Govt. Agencies & Cultural Institutions

- Event & Exhibition Attribution & Performance
- Exhibition Planning
- Occupancy Management
- Visitor Engagement
- Retail Conversion



# FY21 Review



# Products & Services



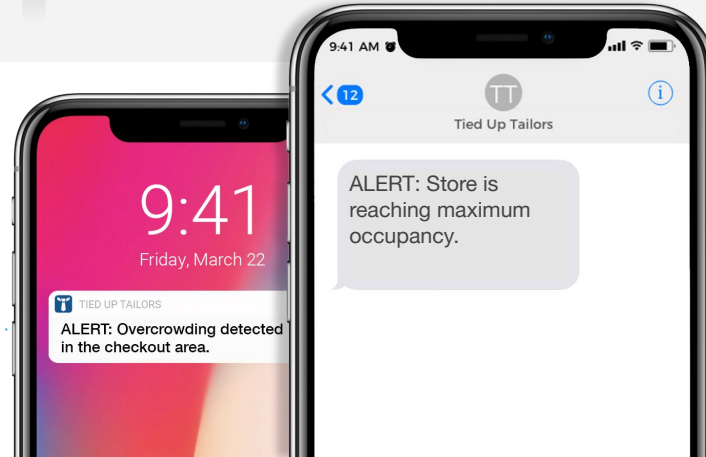


## Live Occupancy & Crowd Analysis

Accurately monitor live occupancy and congestion.

## Automated Staff Alerts

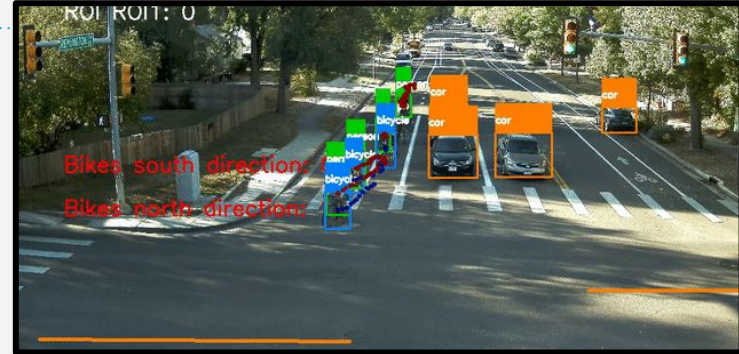
Proactively manage and respond to congestion and overcrowding.





## Artificial Intelligence (AI) Video Analytics

Artificial Intelligence video analytics with edge device machine learning to detect people, vehicle and object detection to measure volume, speed, travel path, dwell time, proximity and interactions



## HVAC Optimisation

Integrating with HVAC systems to provide predictive analytics around customer traffic & behaviour to optimise energy consumption, save money & improve the carbon footprint for buildings.

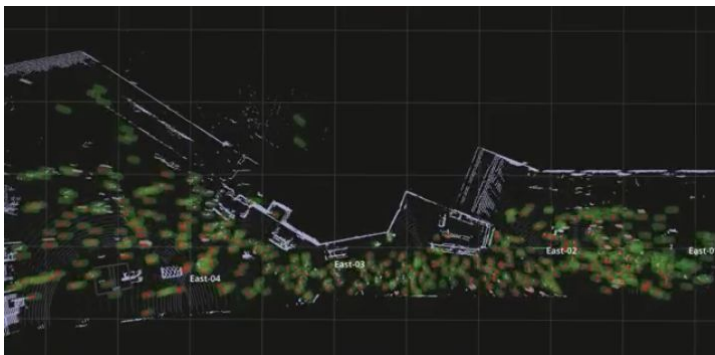
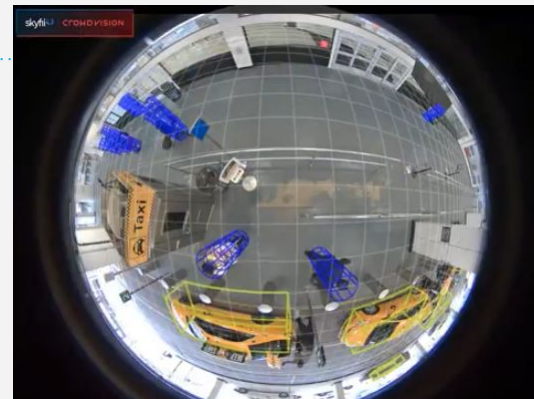
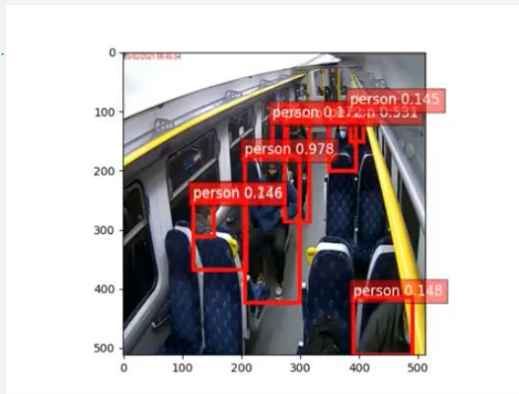
## Computer Vision

### TRAIN CARRIAGE OCCUPANCY

Real time carriage occupancy management

### TAXI RANK

Curb to gate passenger management



## LiDAR

### PASSENGER THROUGHPUT

Real time passenger movement through a terminal

# Notable Contract Wins



# Notable Contract Wins in FY21



Skyfii continues to demonstrate the true versatility of its products and services by securing a number of contract wins across multiple regions and verticals. Some notable contract wins during FY21 included:



## Boingo

- The strategic partnership will equip Boingo to resell the full suite of Skyfii's IO products and services
- Boingo is one of the largest providers of indoor Wireless networks reaching more than a billion people globally



## Landsec

### Land Securities

- Skyfii inks new deal with UK-based property group Land Securities



## Mark Anthony Wines

- Guest WiFi and Insights for three-year contract across six wineries and room for expansion



## Pareto

- Skyfii enters into a four-year contract with South African property group PARETO



## National Gallery of Australia

- Skyfii signs agreement with National Gallery of Australia on a three-year term



## Metro Washington Airports

- Skyfii expands agreement with Boingo Wireless into Dulles and Reagan National airports



## Retail Business Services

- Skyfii extended its supermarket chain partnership with RBS and now has 53 supermarkets under contract



## Omaha Zoo

- Skyfii has signed a five year agreement with Omaha's Henry Doorly Zoo & Aquarium in Omaha Nebraska

## Other wins include:



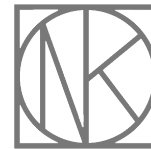
# Key Contract Renewals Completed in FY21

The successful completion of major renewals in FY21 is a testament to Skyfii's stickiness and the high utility it provides to its customers. Key renewals wins in FY21 include:

- o David Jones
- o Nuffield Health
- o GPT Group
- o Nandos EMEA
- o The Kooples
- o McArthur Glen
- o SFMOMA
- o JCPM Brazil
- o AB Nordiska Kompaniet

The logo for SFMOMA, consisting of the letters 'SF' in a large, bold, sans-serif font, followed by 'MO' in a smaller font above 'MA'.The logo for McArthur Glen Designer Outlets, featuring the name 'McArthur Glen' in a serif font on a dark, tilted rectangular background, with 'Designer Outlets' in a sans-serif font inside a white rectangular box below it.The logo for GPT, consisting of the letters 'GPT' in a bold, stylized, sans-serif font.The logo for David Jones, consisting of the words 'DAVID JONES' in a serif font, with 'DAVID' above 'JONES'.The logo for Nuffield Health, featuring a white cross on a dark shield to the left of the words 'Nuffield Health' in a sans-serif font.

**Nando's**  
PERI-PERI CHICKEN

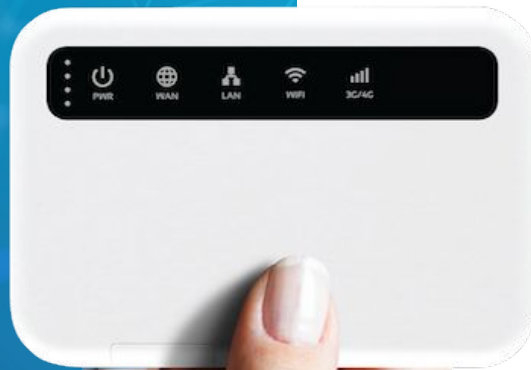
The logo for GRUPO JCPM, featuring a stylized 'G' icon above the text 'GRUPO JCPM' and 'João Carlos Paes Mendonça' below it.

**THE KOOPLES**  
PARIS

# Acquisitions



# BLIX



## Acquisition of Blix has strengthened presence in Auto and Retail Verticals

- In-venue analytics to increase sales conversion
- Strong penetration in Retail & Automotive
- Plug 'n play device for customer data capture
- Advanced counting algorithm, **CountSmart™**
- Optimal for small to medium sized venues
- Attractive acquisition multiple of 0.77x recurring revenue



## Acquisition of CrowdVision has provided market leading position in lucrative airport sector

- Scalable and modular multi-sensor data capture and analysis platform with powerful AI/ML technologies and Computer Vision
- Market leader in US Airports vertical with 13 out of the top 30 airports under contract, with high barriers to entry
- The only TSA approved supplier for the US airport sector; GTM partnership with Verizon
- Large unaddressed TAM + Opportunity to lever product into new verticals such as Stadiums, Casinos, Rail/Transit hubs
- The transaction was strategically counter-cyclical and provides significant scope for Skyfii to generate revenue uplift as global air travel

## Transaction Highlights

- Transaction completed for a total consideration of AU\$10m, of which 56% funded via equity issued to sellers at share price of \$0.209
- Breakdown includes:

Upfront cash consideration	\$1.3m
Net debts owed by CrowdVision	\$3.1m
Deferred equity Consideration issued at \$0.209	\$5.6m
<b>Total Consideration</b>	<b>\$10.0m</b>



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# FY21 Financial & Operating Highlights



# Full Year FY21 Results<sup>1</sup>

Operating Revenue  
+18%<sup>1</sup>

**\$15.9m**

Recurring Revenues  
+28%<sup>1</sup>

**\$11.3m**

Operating EBITDA

**\$1.6m**

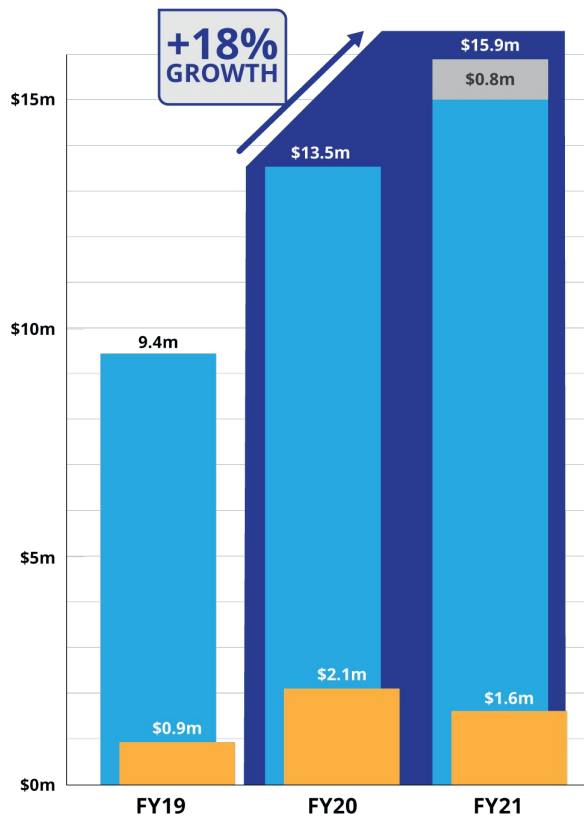
ARR  
+40%<sup>2</sup>

**\$14m**

1. Annualised Recurring Revenue (ARR), Total Operating Revenue, Recurring Revenue and Operating EBITDA are inclusive of CrowdVision from 6 April 2021.

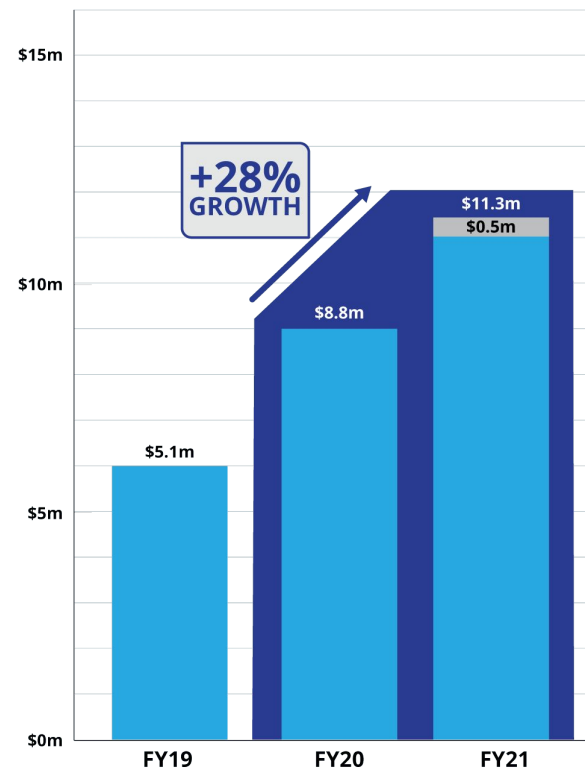
2. Versus Previous Corresponding Period (FY20)

### Total Operating Revenue & Operating EBITDA



● Total Operating Revenue ● Operating EBITDA ● CrowdVision

### Recurring Revenue



● Recurring Revenue ● CrowdVision

# Q1 FY22 Results

Operating Revenue  
+48%<sup>1</sup>

**\$5.1m**

Recurring Revenues  
+54%<sup>1</sup>

**\$3.5m**

Cash at Bank

**\$5.8m**

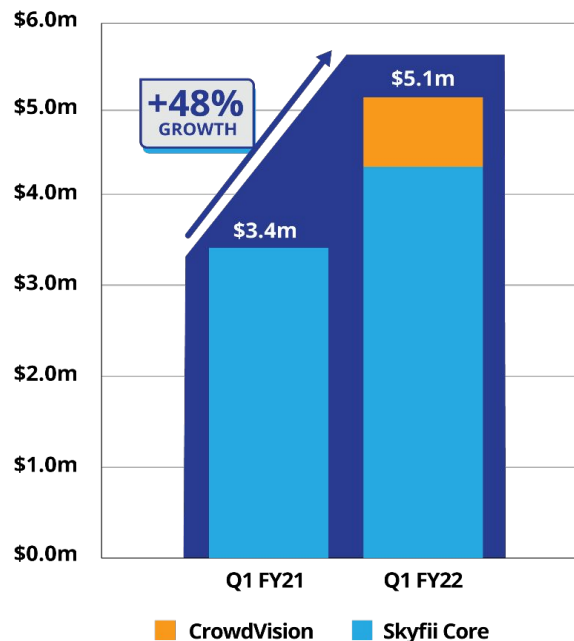
Debt Facility Undrawn

**\$2.0m**

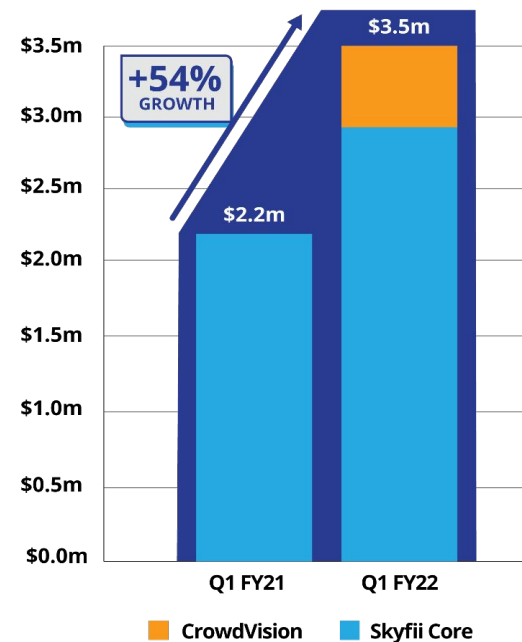
ARR

**\$14.2m**

### Total Operating Revenue



### Recurring Revenue



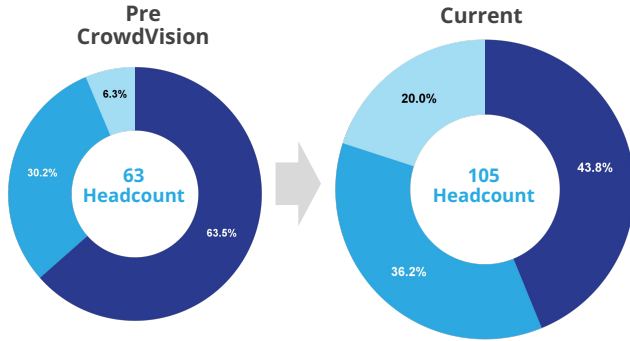
1. Versus Previous Corresponding Period (Q1 FY21)  
2. Annual Recurring Revenue (ARR) based on contracted recurring revenues as at September 2021 - inclusive of temporary suspensions as a result of COVID-19 & contracted revenues from the acquisition of CrowdVision announced 6 April 2021

# Headcount Analysis

Executing on hiring strategy to bolster international expansion



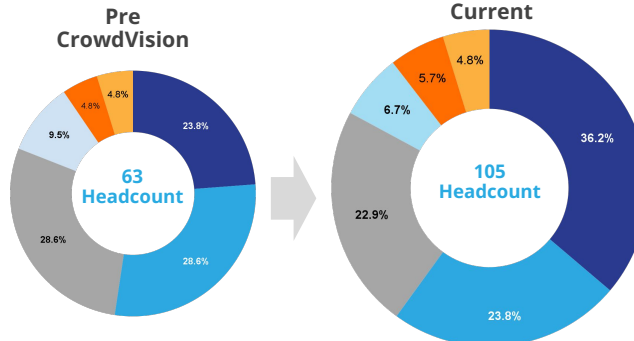
## BY REGION



• APAC • AMERICAS • EMEA

	Skyfii	CrowdVision	New Hires	Current
APAC	40	0	6	46
AMERICAS	19	14	5	38
EMEA	4	17	0	21
<b>TOTAL</b>	<b>63</b>	<b>31</b>	<b>11</b>	<b>105</b>

## BY FUNCTION



• Product • Operations • Sales • Management • G&A • Marketing

	Skyfii	CrowdVision	New Hires	Current
Product	15	23	0	38
Operations	18	4	3	25
Sales	18	3	3	24
Management	6	0	1	7
G&A	3	1	2	6
Marketing	3	0	2	5
<b>TOTAL</b>	<b>63</b>	<b>31</b>	<b>11</b>	<b>105</b>

11 new headcount since acquisition of CrowdVision

New hires focussed in sales, marketing and operations

The company is well positioned to deliver against our growth targets

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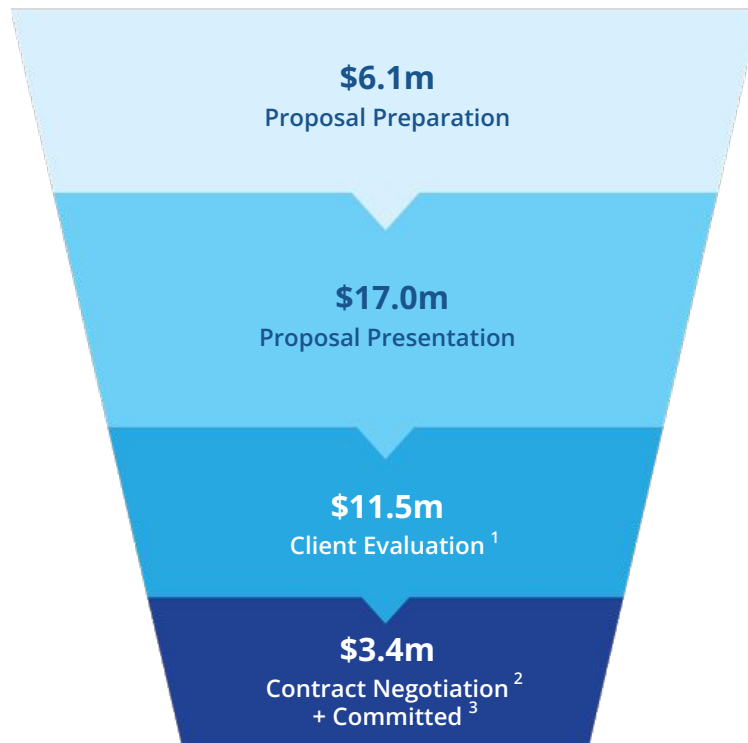
# Outlook



# Sales Pipeline Primed for Conversion

- Continued flow of enquiries from a spread of verticals including smart cities, commercial buildings, airports, healthcare facilities, hotels, stadiums and retail
- International markets representing >65% of sales opportunities in pipeline
- ~23% of deals have the potential to influence 1H FY22
- With over \$38m in advanced stage deal value, we are well positioned to deliver even stronger revenue growth in the coming quarters.

## 12-Month Rolling Pipeline



<sup>1</sup> Client Evaluation - a proof of concept, the customer understands the value proposition of the offering and is expressing interest to proceed but requires more time to evaluate or requires internal budget approval on the proposal before proceeding any further.

<sup>2</sup> Contract Negotiation - sales have firming up pricing and issued it to the customer, the customer has provided an indication that they wish to proceed and we are in the process of negotiating the final commercial terms.

<sup>3</sup> Committed - the customer has committed to the commercial terms in writing but is not ready to be invoiced yet.

# Outlook & Strategy

Key areas of  
focus for FY22:



Continued investment into marketing activities to drive quality leads across all markets and products



Increased investment into Sales, Support and Services headcount to drive additional revenue growth in all regions



Convert pipeline to deliver ARR ahead of analyst estimates of \$20m



Significant focus on key verticals including Airports, Stadiums, Grocery, Corporate Offices, Universities, Schools and Municipalities



Expansion of our reach in to the rapidly growing and lucrative UAE region



Integration of the CrowdVision technology solution into the Skyfii offering and retirement of the legacy platform

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