2016 ANNUAL GENERAL MEETING

30TH NOVEMBER 2016

skyfii

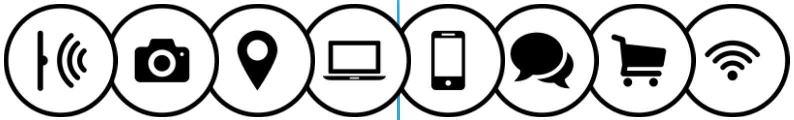
Improving customer experiences by understanding human behaviour.

PRODUCT

A Single Cloud-Based Solution

ioconnect

Data Ingestion



ONE CUSTOMER DATA PLATFORM

ioinsight

Venue Performance
Customer Behaviour
Loyalty & Engagement

ioengage

Targeted Content Delivery
Automated Marketing
Monetisation

STRATEGY

A Multi-Faceted Growth Strategy

People	Technology	Vertical focus	Channel Partners	Key Geographies
Invest in best of breed talent	Continued investment in R&D and product development	Invest energy & resource into qualified verticals	Recruit, engage and enable the right channel partners	Expand into key, primary markets in the US and UK

Pathway to Profitability

FY14

ESTABLISH A DOMESTIC PLATFORM.

Focus product, technology & sales in delivering growth in ANZ

FY15

BUILD A MARKET-LEADING TECHNOLOGY STACK.

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

FY16

ESTABLISH AN INTERNATIONAL PLATFORM.

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

FY17

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

FY18

ACCELERATED REVENUE GROWTH.

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

Deliver pathway to breakeven

GEOGRAPHIC & VERTICAL FOCUS

Opportunities Across a Variety of Verticals

LARGE

Malls

Airports

Hospitals

Councils

Universities

MEDIUM

Supermarkets

Casinos

Cinemas

Dept. Stores

SMALL

Bars

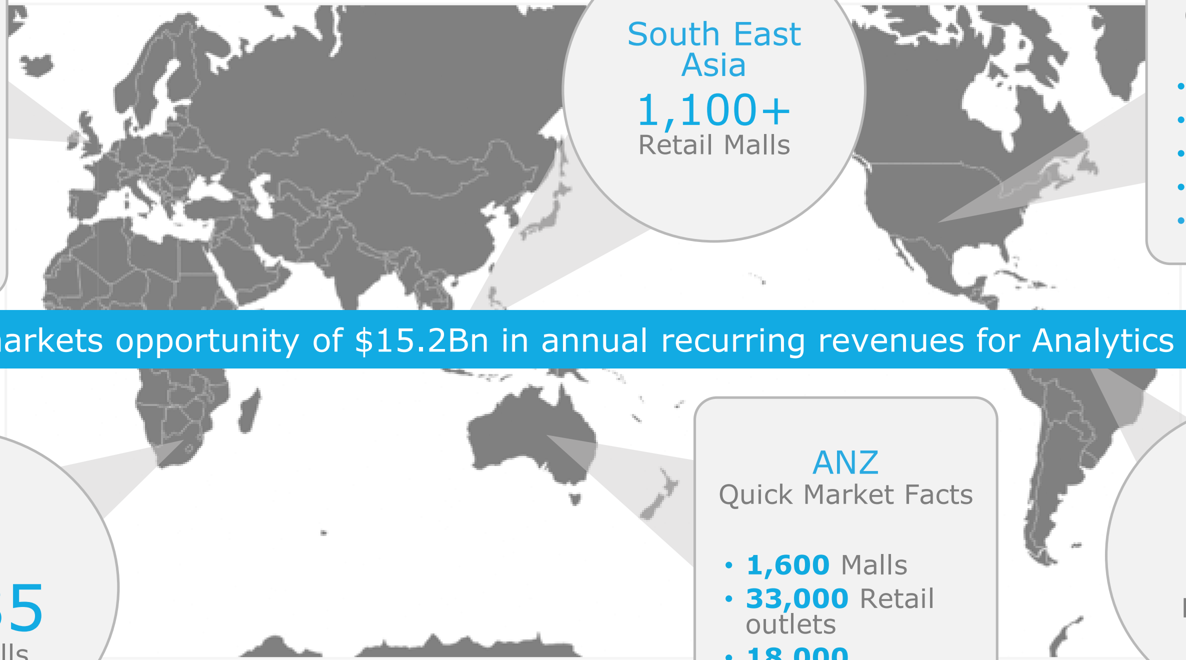
Restaurants & Fast Food Chains

Multi-site Retailers

FY16

FY17/18

Our Primary Target Markets: USA, UK & ANZ



UK
Quick Market Facts

- **1,648** Malls
- **298,000** Retail outlets
- **160** Universities
- **184** Casinos

South East Asia
1,100+
Retail Malls

USA
Quick Market Facts

- **114,893** Malls
- **6.2m** Retail outlets
- **7,200** Universities
- **1,500** Casinos
- **2,400** Stadiums

Core markets opportunity of $15.2Bn in annual recurring revenues for Analytics alone

South Africa
1,785
Retail Malls

ANZ
Quick Market Facts

- **1,600** Malls
- **33,000** Retail outlets
- **18,000** Healthcare locations

Brazil
275
Retail Malls

1. * Refers to the number of malls either in contract or advance stage pipeline.
2. These figures reflect a 15%+ penetration rate within the retail mall sector in Australia, Brazil & Africa.
3. 15% market penetration of the US retail mall market would deliver $250m in annual recurring revenues for Analytics.

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OPERATING HIGHLIGHTS

Key Strategic Objectives FY16

1

Continued retail footprint growth

2

Expand into new verticals

3

Continued product development

4

Data partnerships & data services

5

Scalable distribution

6

Grow recurring revenues

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Delivery Against Objectives FY16

1	2	3	4	5	6
Continued retail footprint growth	Expand into new verticals	Continued product development	Data partnerships & development of data services	Scalable distribution	Grow recurring revenues
Mirvac, Merivale, Blackstone, Barangaroo, Lederer Group, Saga Group The GPT Group, Scentre Group, Iguatemi (Brazil), World Square, IPOH	**Hospitality**: Merivale **Municipality**: Waverley Council, City of Cincinnati **Imminent**: Education	Launch of **marketing tools** on subscription model Launch of **data science capability** on project basis	Ingest of google analytics, live weather, CRM integrations **New revenue secured** for paid data science consultancy	**Certified global ecosystem partner of Aruba HPE** Signed 10 x channel partners across UK, US markets. Cincinnati Bell & Optus (Telco)	**362%** growth in recurring revenues YOY **$1.6m** in current annualised recurring revenues

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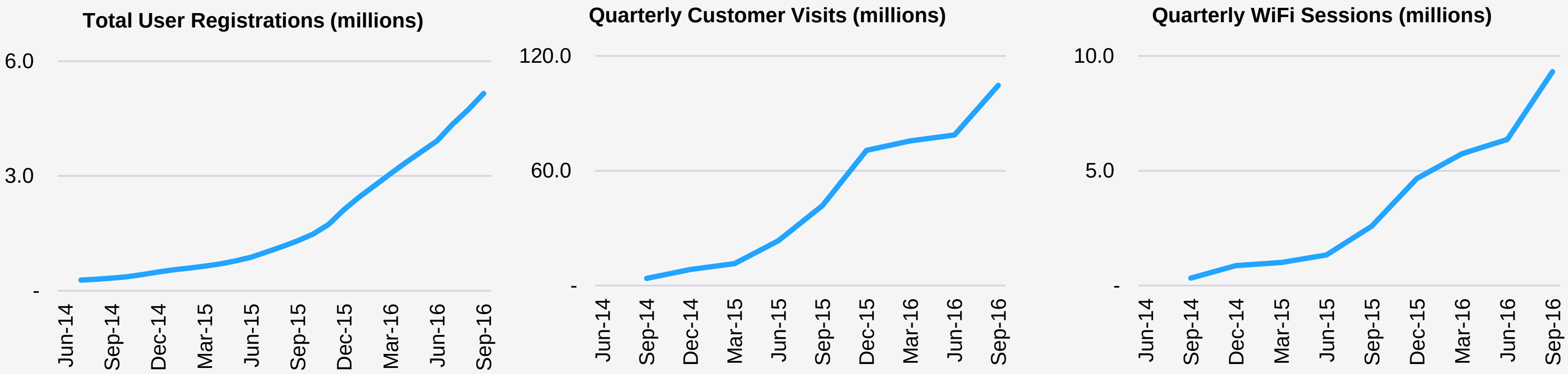
FINANCIAL HIGHLIGHTS

Strong Growth in Key Operating Metrics



- Significant growth in total registered user base of +32% qoq from 3.9 million to 5.2 million
- Significant growth in WiFi sessions of +46% quarter on quarter
- Significant growth in customer venue visits of +33% quarter on quarter

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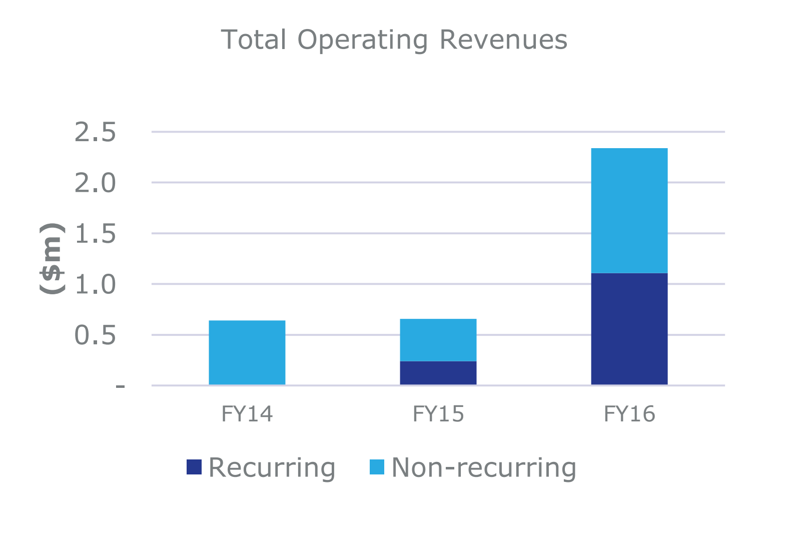
Significant Growth in Operating Revenues

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



- Strong growth in **total operating revenues to $2.3m** in FY16, up +256% on pcp
- Strong growth in **recurring revenues** to $1.1m in FY16, **up +362%** on pcp
- Recurring revenues are generated from on-going subscription fees for access to Skyfii's data analytics platform
- Non-recurring revenues are generated from implementation and upfront setup fees and through the upsell of other services including marketing and content delivery tools and data science capabilities

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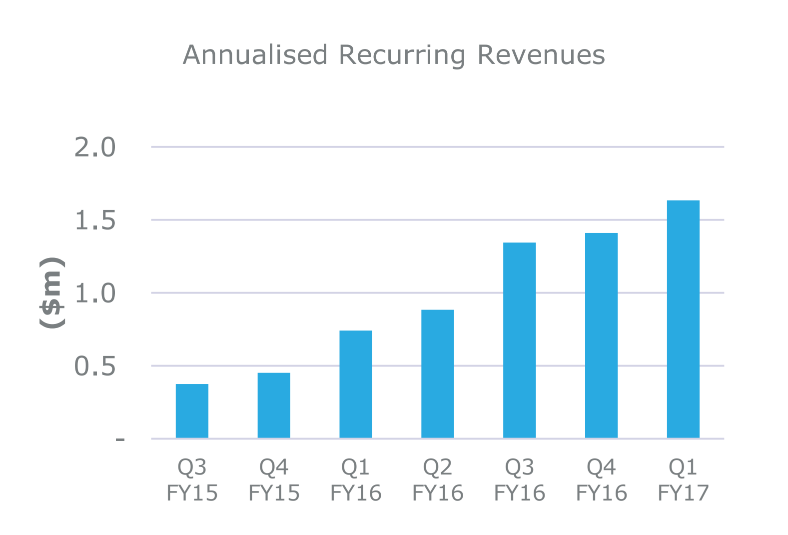
Significant Growth in Recurring Revenues

Recurring revenues from subscriptions and managed services continues to accelerate



- 74 sites live and billing by end of June 2016 (end Q4) – 83 as at 30th September 2016
- New customer installations continue to grow qoq
- Strong growth in recurring revenues in FY16, up 362% on pcp
- Q1 FY17 recurring revenues up 16% qoq to $409k

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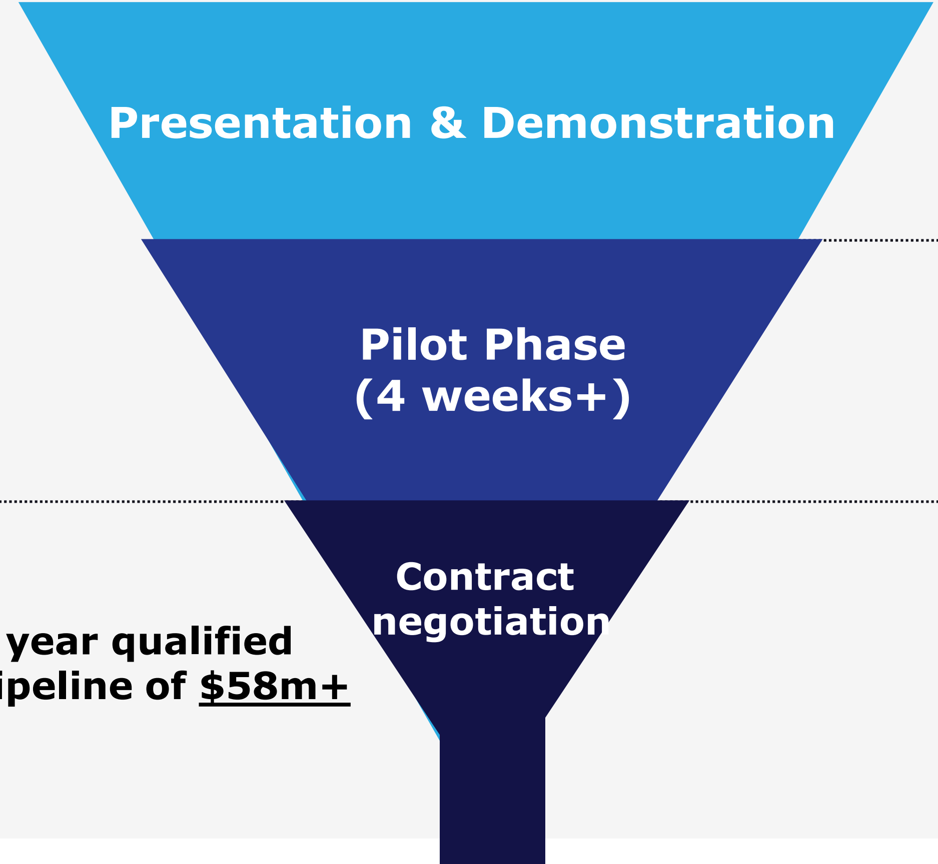
Qualified Sales Pipeline Snapshot



Vertical	Market	Sites	Est. Ann. Rev.
Property Groups	AU	1215	$1.5m
Transport	Asia	130	$3.7m
Education	UK	1	$2.5m
Govt.	Asia	1100	$1.32m
			$9m
Property Groups	US	1800	$3.5m
Retailers	AU	800	$1.0m
Entertainment	AU	77	$395k
Retailers	UK	1800	$1.0m
			$5.9m
Property	AU/US	122	$1.0m
Education	UK	1	$75k
Retailers	UK	200	$50k
Retailers	South Africa	398	$350k
			$1.5m
			$16.4m

5 year qualified pipeline of $58m+

SUMMARY & OUTLOOK

Summary

- **Advanced stage pipeline of $58m[1]** with increasing contribution from the UK & US markets
- **Annualised recurring revenue potential of additional $16m** from advanced stage pipeline
- **Recurring revenues up 362% in FY16** providing a strong revenue platform for FY17
- **Unlocked new and exciting verticals**
- **Enhanced revenue opportunity** with new marketing subscription product and data science
- **Strong penetration in** UK/US markets

Outlook

- **Investment in sales & marketing** to facilitate growth in customer acquisition
- **Expansion of Channel Partner network** to facilitate international growth strategy
- **Continued improvement and expansion of product suite** to generate incremental revenue growth
- **Securing customers in new adjacent verticals** to increase total addressable market
- **Continued strong revenue performance** with a clear pathway to profitability

1. Assuming full rollout and 5 year contract terms excluding additional revenues from advertising and data services.

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