Data . Decision . Results

2015 Skyfii AGM Presentation

26th November 2015

Harnessing the power of mobile and big data to increase online and in store results for venue owners, operators, retailers and advertisers.

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COMPANY OVERVIEW

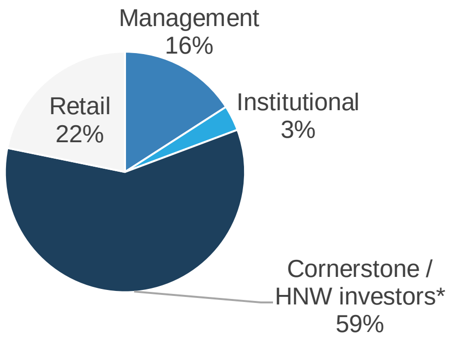
Company overview

- ASX listed **data services company**
- **Cloud based, hardware agnostic, proprietary** data platform
- **15% penetration** of Australian retail mall market in 12 months from current customers and those in advanced stage pipeline
- **+$40m revenue pipeline over 5 years from contracted customers & near term pipeline[3]**
- **Over 90% conversion rate** of pilots to long term contracts
- **Strong growth** into SE Asia, South America, Africa & UK – US in CY16
- **Capitalising on first mover advantage**
- **Proven track record with largest customers in key target markets**
- **Exceptional growth potential**
- **Tightly held** – Top 20 shareholders hold 70%

Key market statistics[1]

ASX code	SKF
Share price (23 Nov 2015)	A$0.16
Share capital invested to date	A$15 million
Market capitalisation (23 Nov 2015)	A$22.6 million
Total shares outstanding	141,135,189

Capital structure



* Includes shareholdings of more than 400,000 shares.

1. Market data as at 23 November 2015.
2. Includes estimated revenues from current customers and advanced stage sales pipeline, over the term of the contracts assuming five-year terms

Our compelling value proposition

Improving asset value, driving purchases and increasing loyalty by delivering better customer insight and more relevant and timely offers online and in-store

1. **Customer segmentation**
   We allow venue owners / operators, retailers and advertisers to know much more about their customers and their preferences

2. **Traffic flow and behaviour analysis**
   We allow our customers to know how and when their own customers behave online and physically within each venue

3. **Improving operational efficiency**
   We drive operational efficiencies for our customers through a better understanding of consumer movement patterns & behaviour

4. **Understanding conversion**
   We enable our customers to monitor, track and understand actual sales conversion rates

5. **Marketing attribution**
   We help our customers match sales to advertising placements to create savings and boost returns through better targeting

6. **Targeted reach – much more effective sales, marketing & loyalty**
   We enable our customers to identify their target customers right at the point of purchase and communicate with them in real-time

MARKET OPPORTUNITY

Market snapshot by revenue streams

Analytics

Global retail analytics market is growing rapidly due to the need for businesses to better understand and engage with customers in store

US$4.4bn
*Global market size estimate

Valued at US$1.9 billion in 2014, expected to grow to US$4.4 billion by 2019

(Source: MarketsandMarkets)

Data Services

Massive upside benefits for the global retail industry through providing tools to better understand and apply Big Data

A$3.8bn
*Australian market only

Huge additional earnings for Australian retail industry and increased returns for venue owners and managers

(Source: Estimates from PwC Big Data, 2012)

Advertising

Mobile advertising revenues set to account for 69.9% of all advertising spend in the USA by 2019

US$65bn+
*US mobile advertising market statistics

US mobile advertising revenues set to grow to $65bn+ by 2019

(Source: eMarketeter Media Buying Report, September 2015)

Market segmentation by venue type

PRIMARY

$2Bn+ annually LARGE

Malls, Airports, Hospitals, Stadia, Universities

SECONDARY

$1.5Bn+ annually MEDIUM

Supermarkets, Clubs, Gyms, Cinemas, Dept Stores

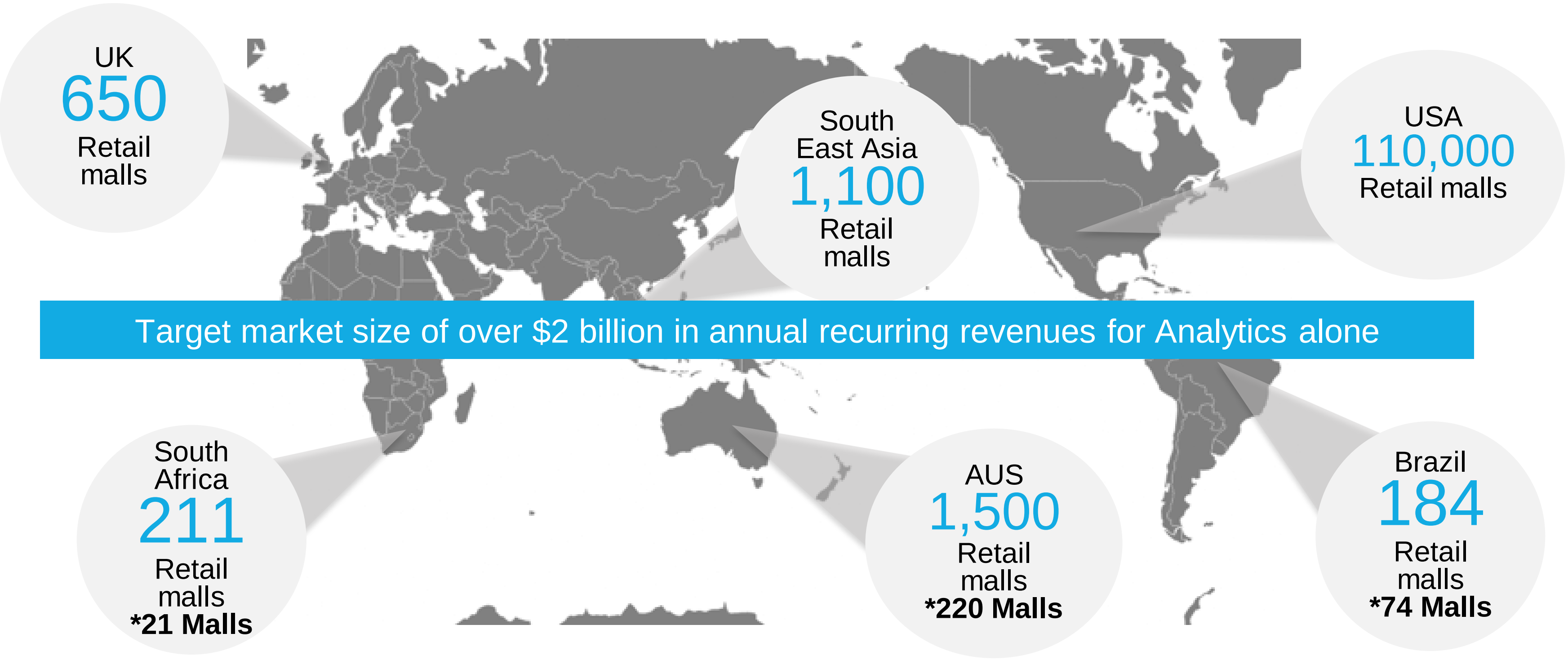
TERTIARY

$1Bn+ annually SMALL

Bars, Restaurants & Fast Food Chains, Multi-Site Stores

1. Market sizing based on current Skyfii markets and on lowest current Skyfii pricing tiers by venue type for Analytics revenue only. Excludes any implementation/set up fees, Advertising or Data Services revenues.

Our primary target market - the large retail mall market opportunity by region



Target market size of over $2 billion in annual recurring revenues for Analytics alone

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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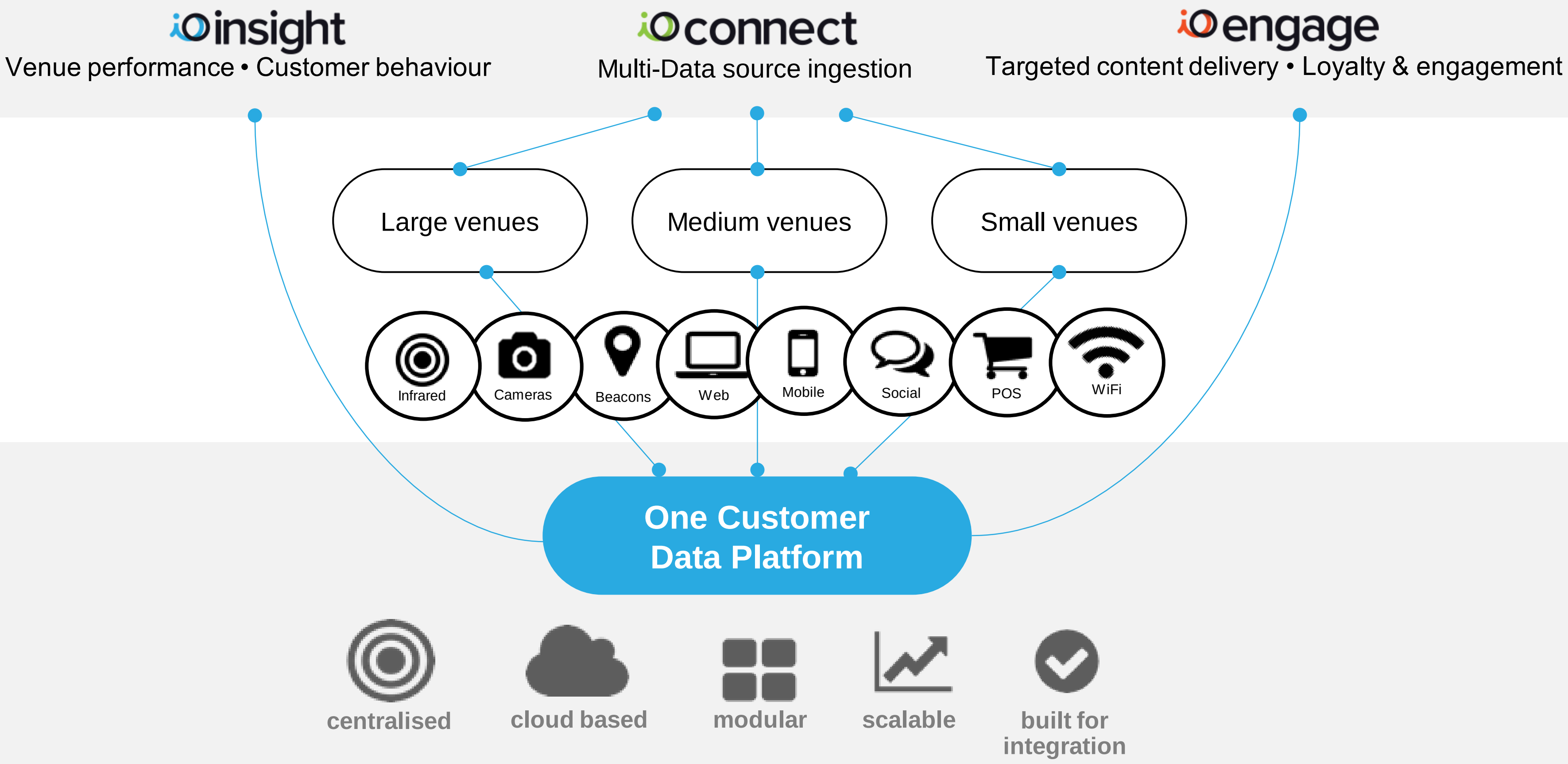
OUR SOLUTION

One single platform with 3 key components



Our ecosystem:
Benefits for every stakeholder

- Seamless connectivity
- One-time registration
- Personalised content
- Targeted offers
- Loyalty & rewards

- Targeted audience
- Location data
- Multiple delivery channels

- A single customer view
- High quality customer service
- Customer behavioural data
- Real time communication platform

- Real time audience data
- Real time location information
- Multiple data sources

- A unique selling proposition
- Opportunity to expand their product suite
- Access to an existing distribution network

FY15 REVIEW & OUTLOOK

FY15 year in review

New billable clients

Premium Australian Mall Operator

28 Retail Malls currently under roll out

25 live as at 15 November 2015

19 Retail Mall/Office sites within portfolio

4 venues live as at 30-Sep-15

Now part of Vicinity centres
2 retail malls currently live

14 Retail Malls in Brazil portfolio

3 retail malls already live

4 Retail Malls in NZ portfolio

1 retail mall already live

50+ Premium Hospitality venues

2 complexes currently live
(comprising 14 small venues)

Distribution and re-seller partners

Leading mobile marketing solutions provider across ANZ & US markets

Leading mobile marketing solutions provider across ANZ & US markets

Select IT

Leading New Zealand based systems integrator and authorised wireless hardware reseller

Authorised reseller in UK & Ireland

Authorised reseller in Thailand

Authorised reseller in SE Asia

FY15 year in review

17
new venues converted to billing customers

An additional
45
venues under contract still to be rolled out

Revenues of
$744k
Up 16% YOY

New
distribution opportunities within UK, Ireland, SE Asia

$40m
advanced stage sales pipeline assuming 5 year contract terms

15%
penetration of the Australian retail mall market and growing

90%
conversion rate of pilot trials to customers

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FY16 outlook

Skyfii expects to continue to show strong growth across financial and operational metrics as it continues to build out its footprint globally

Key areas of focus in FY16 and beyond will include:

- Continued focus on converting mall pipeline prospects into trials and full service contracts
- Continued focus on new verticals outside of retail malls including transit, healthcare, education & hospitality
- Securing further distribution and reseller agreements globally
- Continued product development focus on marketing automation and associated media/advertising partnerships
- Development of new data source integrations and data services products

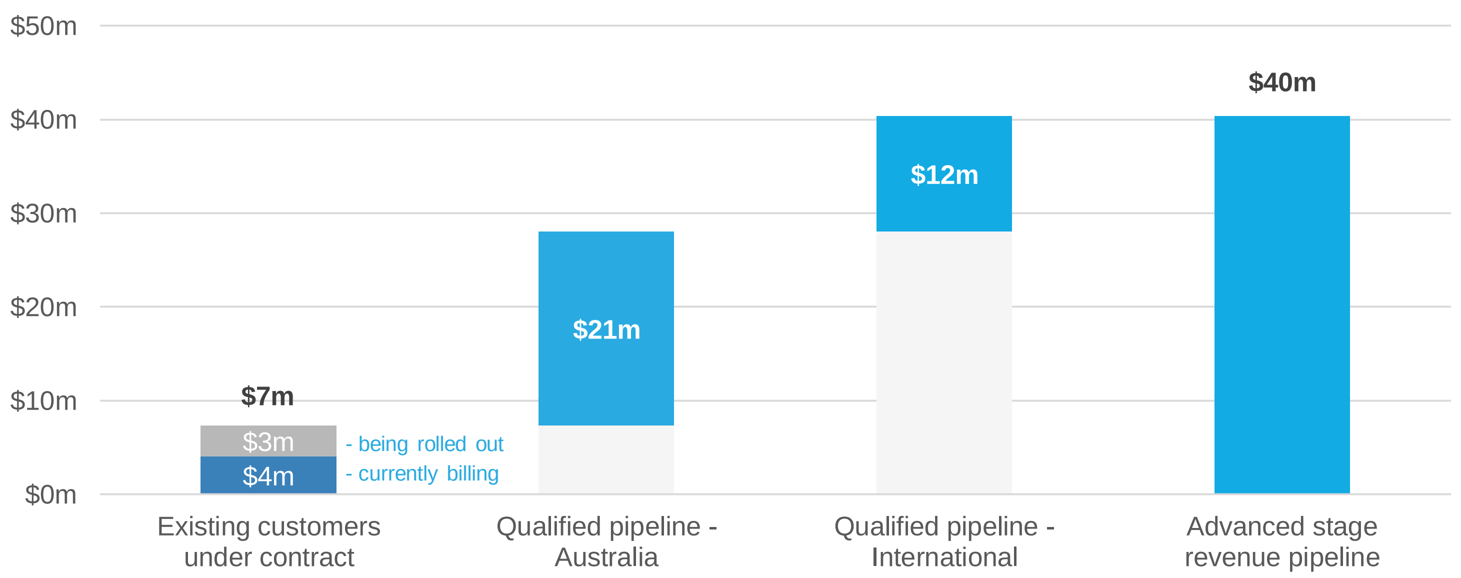
Key highlights already in FY16

- Revenues in Q1 FY16 already 101% up from prior quarter
- Strong conversion rate of pilots to contracts continuing
- New distribution deals signed within UK & SE Asia
- Billable venue numbers have more than doubled from 17 at end of FY15 to 42 as at end November 2015
- Average monthly installations have tripled since July 2015

FINANCIALS

Substantial qualified sales pipeline

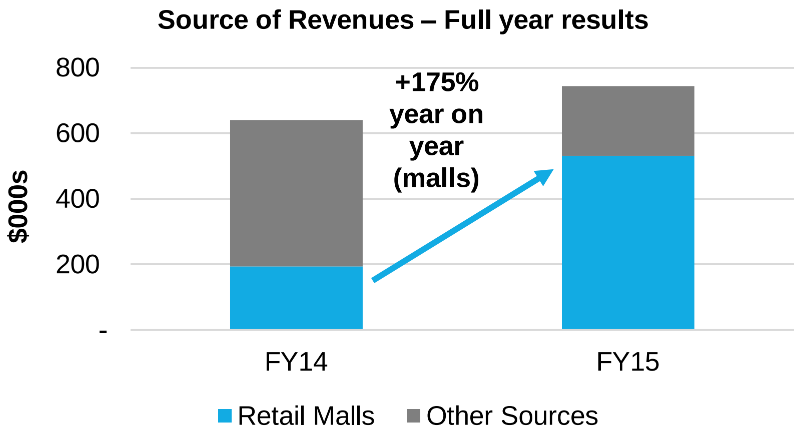
Estimated revenue from advanced sales pipeline exceeds $40m assuming 5 year terms

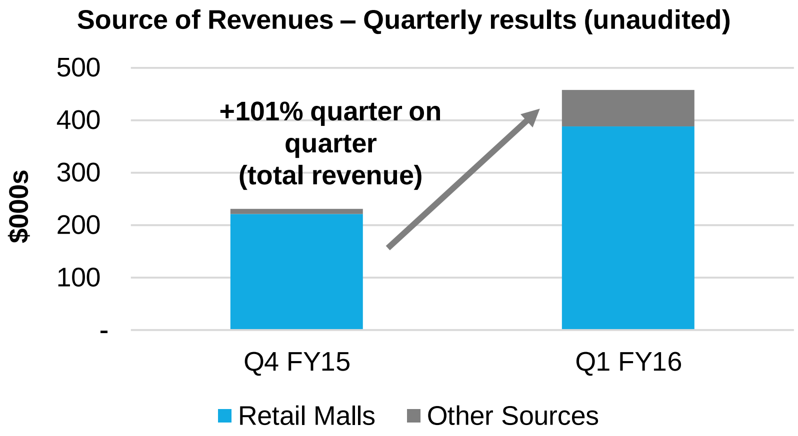


1. Assumes all retail malls currently under master services contracts are rolled out.
2. Subject to current expectations of aggregate market pricing, average venue size and gross operating margins.

Strong revenue growth

Data analytics revenues from Retail Malls in FY15 was up 175% year on year and accelerating



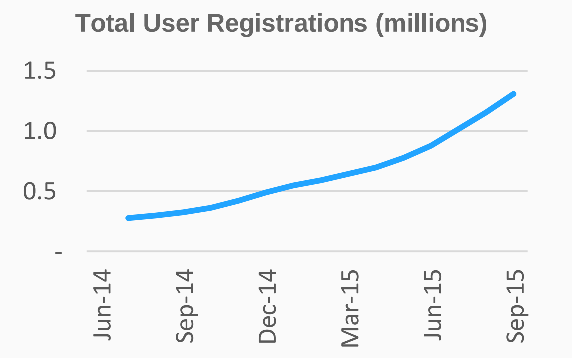


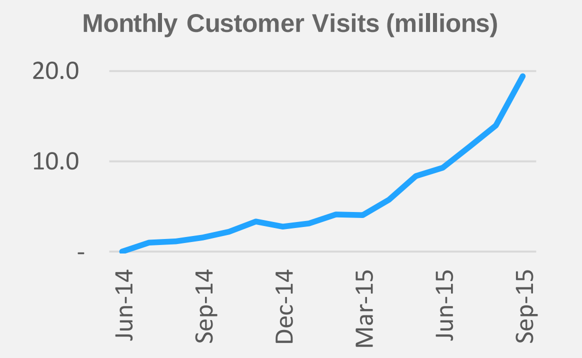
- **30 sites live and billing** by end of Q1 FY16 (up from 17 retail malls end of previous quarter)
- Expected roll-out to up to **68 retail malls** from current contracted customers in FY16
- **200+ retail malls** in advanced stages of commercial negotiation, **plus additional verticals**
- **Revenue from "other sources" in FY14 included a once off sponsorship campaign**

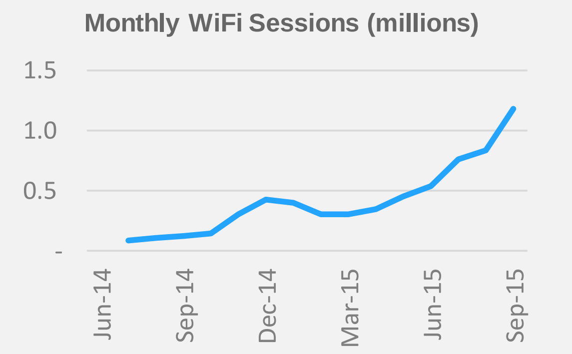
Exceptional growth – operating metrics

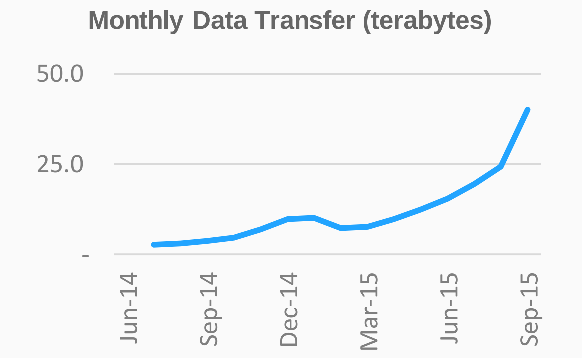
Key metrics underpinning revenue growth

- Strong end user uptake demonstrating value of platform for retail customers
- Strong growth in user registrations, customer visits, WiFi sessions & data transfer
- Building a strong Big Data platform









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SUMMARY

Key highlights

- **Proven market leading position** with 15% market penetration in advanced stage pipeline (first year only)
- **Revenues of +40m over 5 years** from contracted and near term qualified pipeline (first year only)[1]
- **Massive growth opportunity in** huge global large venue & retail mall market through uniquely compelling product offering scalable globally
- **Strong customer offering validated by existing long term contracts** with largest retail mall property groups in first target markets - Australia, South Africa and Brazil
- **Multiple revenue streams** - subscription analytics, advertising and longer term data services
- Excellent **customer acquisition momentum with strong conversion rate** (over 90%) from pilot to long term contracts
- **Reliable high quality earnings pipeline with significant recurring revenue component** with more large venue opportunities near-term
- **Specialised and experienced Board & management team**
- **Exceptional growth potential** with huge short to medium term upside in SE Asia, USA and Europe
- **Tightly held stock** – top 20 hold 70%+

1. Includes estimated revenues from current customers and advanced stage sales pipeline, over the term of the contracts assuming five-year terms.

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