Skyfii

Connect.
Understand.
Engage.
Retain.

INVESTOR PRESENTATION

Harnessing Big Data to drive customer loyalty & sales

October 2014

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WHO IS SKYFII?

SkyFii is a retail technology company that helps retailers understand BIG DATA and make it actionable to drive customer loyalty and sales.

WHAT DO WE DO?

SkyFii install and manage Free Public WiFi networks for Shopping Centres, Retails Outlets and other venues. Our proprietary technology platform captures, analyses and optimises rich customer behavioural data and provides retailers with the means to better understand and engage with customers.

THE OFFER

SkyFii is seeking to raise up to $3.5m (min subscription $2.5m) and list on the ASX by way of an RTO into RKS Consolidated Ltd (ASX: RKS).

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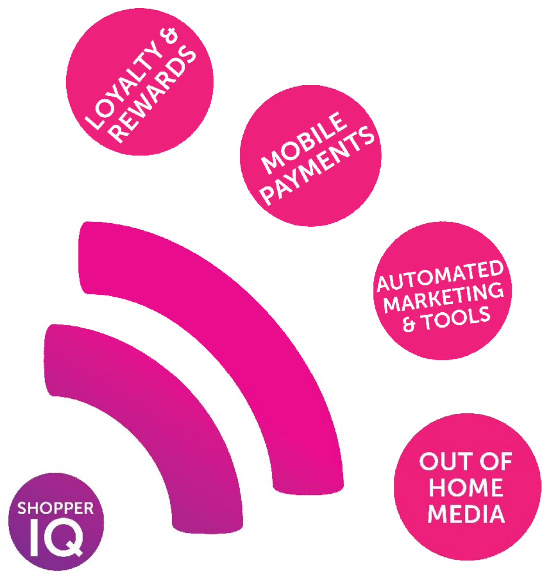
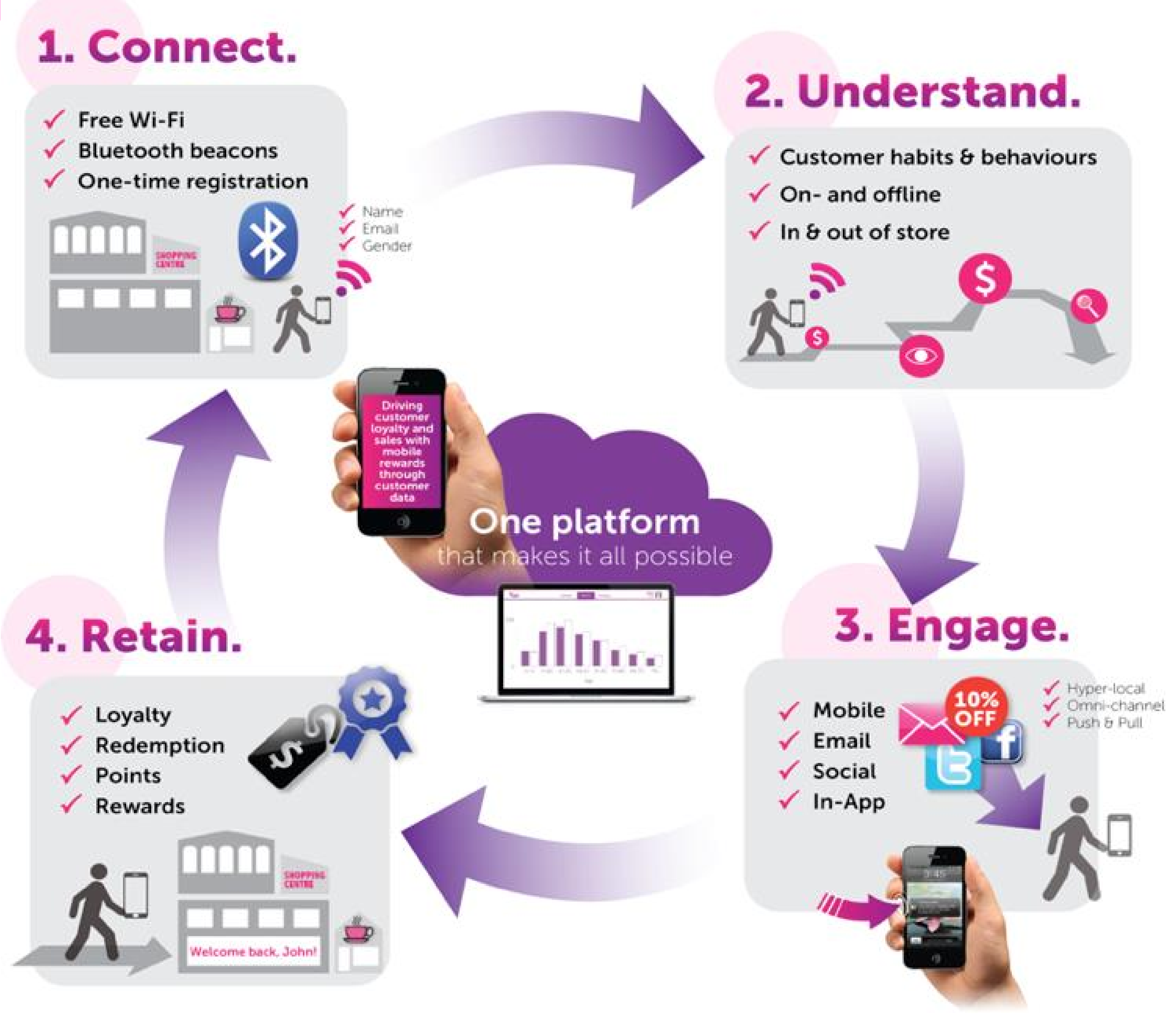
INVESTMENT HIGHLIGHTS

- Established revenue generating **Australian retail technology** company
- Utilises **Big Data** to drive customer loyalty and sales
- Emerging leader in sector – **First mover advantage**
- Strong pipeline of existing and prospective **Tier 1 clients**
- Leverage to **rapid growth industry** – Mobile Technology & Big Data
- **Scalable and proven** business model – 'Sticky' recurring revenue model
- **Proprietary Technology** Platform – Best of breed
- Experienced Board & Management



BUSINESS OVERVIEW

DELIVERING A 360º VIEW OF THE CUSTOMER



PROPRIETARY TECHNOLOGY PLATFORM

Dashboard

Customised desktop view

Remote Hotspot Management

Virtual network control

Content Management System

Content hosting

Publishing Platform

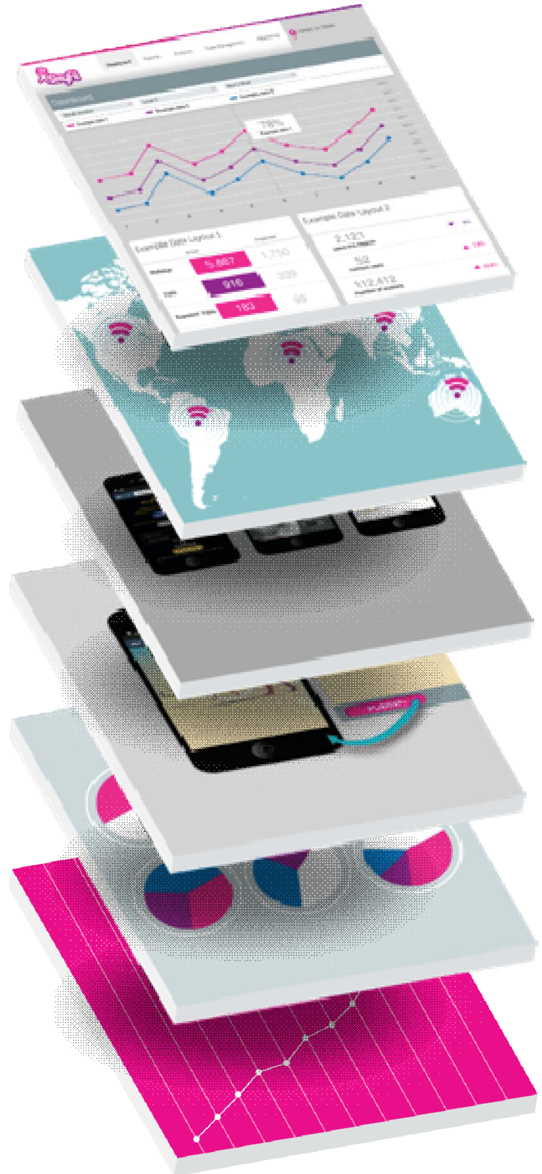
Content creation and serving

Data & Analytics Engine

Data capture, analysis & reporting

Content delivery channels

Engagement services



BIG DATA STRATEGY: CREATING THE CUSTOMER PROFILE

Membership Services
- Facebook ID
- Email address
- First name
- Last name
- Gender
- Age range
- Mobile number
- Product/retailer/event/centre favourites

eDM/SMS Data
- Emails/SMS sent
- Emails opened
- Links clicked

Wi-Fi
- Name
- Email address
- Phone number (incentivised)
- MAC address
- Device details (brand & device)
- Location & in-centre behaviour
- Web browsing
- Age & gender (via Facebook)
- Usage (data & time)

Visitor Master

Visitor Profile
- Email address
- Mobile number
- First name
- Last name
- MAC address
- Address
- Social IDs
- Demographics
- Device details
- Product etc. favourites

Enrichment
- Life-time value
- Recency
- Frequency
- Monetary
- Dwell time
- Purchase propensities
- Segmentation
- Recommendations

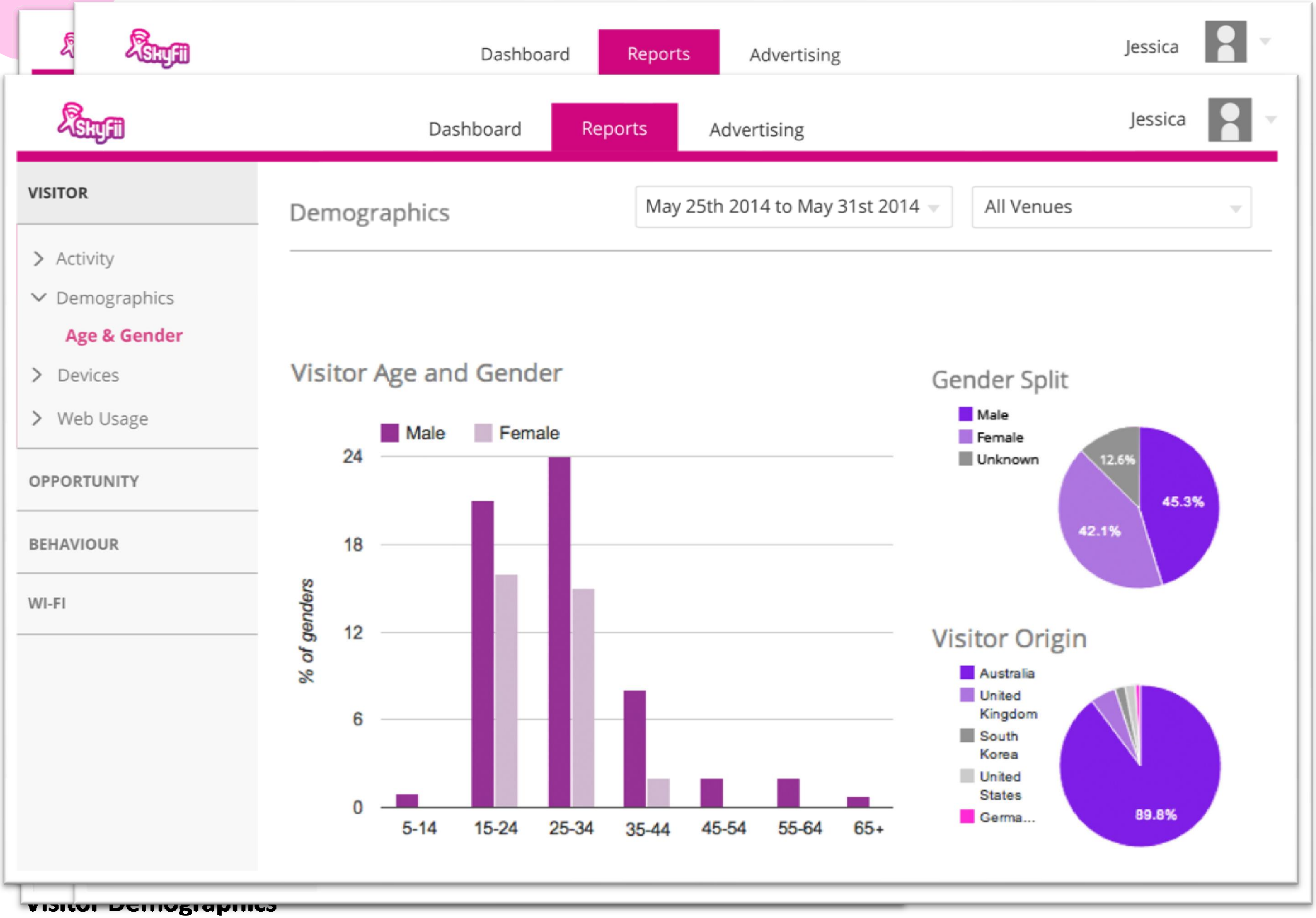
Google Analytics
- Device details
- App behaviour
  - Product
  - Brand
  - Retailer
  - Centre
  - Events
- Retailer conversions

"Owned" Social Media
- Social ID
- Name
- Social networks
- Comments
- Likes

Express Parking
- Licence Plate
- Behaviour/usage

Future Data
- Gift card
- Social "firehose"
- 3rd party data exchanges

DELIVERS ACTIONABLE DATA



BENEFITS OF SKYFII

FOR RETAILERS

- ✓ High-quality Wi-Fi: deliver valuable customer experience
- ✓ Attract customers and keep them in-venue longer
- ✓ Build a rich customer database
- ✓ Access to customer behavioural and intent data
- ✓ Use data to maximise sales, marketing, inventory management
- ✓ Engage with customers through novel advertising channels & targeted messages
- ✓ Push exclusive offers via mobile

FOR ADVERTISERS

- ✓ An engaging content delivery channel
- ✓ Target customers in REAL TIME
- ✓ Capture location-based and behavioural data
- ✓ Use data to maximise sales advertising & marketing efforts
- ✓ Higher click through rates (CTR)

FOR CUSTOMERS

- ✓ High-quality, reliable, free Wi-Fi: stay connected while on-the-move in-centre
- ✓ One-time registration & automatic re-connection on subsequent visits
- ✓ Receive rich, engaging, targeted information for favourite brands & products
- ✓ Receive information related to venue (special events, offers)
- ✓ Exclusive offers to redeem in-venue

REVENUE MODEL

REVENUE MODEL

ANALYTICS

Online measurement metrics for bricks and mortar retailers

RICH CUSTOMER SEGMENTATION

- ✓ Demo, geo, psychographic, life stage

LOYALTY METRICS

- ✓ New Vs Repeat customers
- ✓ Frequency of visit, dwell time, day of week, time of day

BENCHMARKING & COMPARISON

- ✓ Cross shopping
- ✓ Trend or spot analysis

DATA SERVICES

Bridging the gap between advertising placement and sales generation

REAL TIME AUDIENCE MEASUREMENT

- ✓ OOH applications
- ✓ Real time ad serving opportunities
- ✓ Informing media agencies to improve media attribution and placement

SKYFII MOBILE ANALYTICS

- ✓ Creating an index for in-store mobile behaviour

ADVERTISING

Contextual, personalized, location based content delivered in REAL TIME

SKYFII MAIL

- ✓ Targeted email and SMS

SKYFII MOBILE

- ✓ Personalized static & digital content delivery in real time.

IN-APP

- ✓ Integrate with a venue's APP to push proximity marketing content based on location and interest profile.

CURRENT FOOTPRINT

LIVE NETWORKS & PARTNERS

Certified Solutions Partner:

Current compatible hardware partners:

Mall Network partners under contracts or in pilot:

LIVE sites within:

ECO-System Partners:

POTENTIAL FIRST MOVER ADVANTAGE

OFFER OVERVIEW

OFFER OVERVIEW

- SkyFii Pty Ltd is seeking to raise up to **$3.5m at $0.20/share** via a RTO of RKS Consolidated (ASX: RKS) to list on the ASX.
- Minimum subscription amount: **$2.5m**.
- Ownership:
  - SkyFii vendors **70%** (escrowed)
  - Public Offer **17.5%**
- Indicative Offer open date: **17 October 2014**.
- Indicative ASX listing date: **21 November 2014.**

SkyFii is seeking an ASX listing to provide additional funds to execute its aggressive growth strategy.

CAPITAL STRUCTURE

Share Capital Transaction	No. Of Shares	% of total	Cash	Market Cap at $0.20
Total RKS on issue (pre-consolidation)	100,000,000	-		
Shares on issue post 1:10 consolidation	10,000,337	10%		
Shares to be issued to SkyFii vendors at $0.20	70,000,000	70%		
Shares to be issued under public offer at $0.20 (max)	17,500,000	17.5%	$3.5m	
Advisor Shares	2,500,000	2.5%		
Total SkyFii shares at re-listing	100,000,337	100%		$20.0m
Maximum number of SkyFii vendor performance shares	82,500,000			
Total SkyFii shares after earn-out in 2016	182,500,337			$36.5m
			Enterprise Value (EV) at listing:	**$17.5m**
			Enterprise Value (EV) with full earn-out:	$33.0m

*Vendor and Advisor shares to be subject to normal ASX escrow conditions
* Earn-out shares are issued

PROPOSED USE OF FUNDS

USE OF FUNDS	MIN	MAX
Technological advancement (R&D)	$500,000	$500,000
Key Staff Hires	$500,000	$500,000
International Expansion	$300,000	$800,000
Marketing & Branding	$200,000	$200,000
Expenses of the Offer (including GST)	$615,000	$675,000
Working capital	$385,000	$825,000
TOTAL	**$2,500,000**	**$3,500,000**

Note: The above use of funds is indicative only.

TIMETABLE

ACTION	DATE
Execution of share purchase agreement	31 July 2014
General Meeting	19 September 2014
Lodgement of Prospectus with ASIC	14 October 2014
Indicative opening date of public offer	17 October 2014
Indicative closing date of public offer	31 October 2014
Indicative date for re-listing of the Company’s securities on ASX	21 November 2014

Note: The above dates are indicative only and may be subject to change without notice

BOARD DIRECTORS

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Gary Flowers – Non-Executive Chairman

Gary is a former senior executive with Mirvac Group, including COO from 2008-2013 and was also Chairman of Mirvac Hotels Group and Mirvac Funds Management Ltd.

Former Managing Director and CEO of Australian Rugby Union, CEO of SANZAR and a Council Member of the International Rugby Board.

Chairman of Mainbrace Constructions Pty Ltd and a Director of Sparke Helmore Lawyers. Non-Executive Director of DataDot Technology Ltd.

Wayne Arthur – Chief Executive Officer

Wayne has global experience in media sales, working across the UK, South Africa and Australia.

Group Sales Manager, EYE Corp (recently acquired by Champ Private Equity).

General Manager of Sales, Titan Media Group.

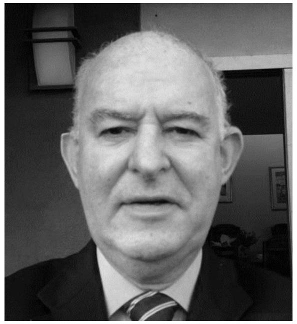
James Scott – Non Executive Director

James is Group Executive Director – Performance at Seven Group Holdings.

Has 20 years' experience in Digital Technology, Network and IT Business.

Prior to Seven Group Holdings, was a Partner in KPMG's Business Performance and Technology division and has also held the position of Partner & Managing Director APAC in Accenture where he worked for 14 years.

BOARD DIRECTORS



Andrew Johnson – Non Executive Director
Andrew is a highly experienced telecommunications industry executive. Currently Chairman of Vodafone Bmobile, a mobile service provider for Papua New Guinea and the Solomon Islands, Director of Dataco, the PNG national transmission company and Managing Partner of Delta Systems International, a designer and builder/operator of telecommunications and defence systems.

Chris Taylor – Non Executive Director
Chris has held several media executive roles within Australasia.
Director, Telstra Media, head of online and mobile digital publishing business.
Managing Director, Nine Network Queensland.
Chief Executive, Prime Television New Zealand.
Global Chief Executive Officer, YuuZoo Corp.
Chief Executive Officer, ASX listed, Quickflix Ltd.

Anthony Dunlop – Non Executive Director
Anthony has over 20 years corporate advisory and investment experience in Australia, the US, Hong Kong and China, covering transaction and portfolio analysis and risk management for debt and equity investments. Began career with ABN AMRO and has advised numerous ASX-listed and private entities in the resources, agriculture and technology sectors. Is an Executive Director of Chapmans Ltd (ASX: CHP) and Non-executive Director of mobile technology company Digital4ge Pty Ltd. Has a Bachelor of Economics from Macquarie University, and a Graduate of Australian Institute of Company Directors (GAICD).

MANAGEMENT TEAM

WAYNE ARTHUR
Managing Director & CEO

- 15 years media industry experience
- General Manager Sales – Titan Group
- Group Sales Manager – Eye Corp

JASON MARTIN
Technology Director

Jason's background is primarily focused on designing and building high volume processing systems.

IAN ROBINSON
Sales Director

- 17 years Enterprise sales experience
- National Sales Manager – Eye Corp
- Co-Founder of SkyFii Group Pty Ltd

MICHAEL WALKER
Operations Director

- +20 corporate & investment banking
- Extensive executive management experience
- Private Equity Investment & Advisory, Asia Pacific

SIMON MAINWARING
Product manager

- 11 years in the Telco industry
- Past 4 years building mobile products for Australia's largest brands (Optus, Yahoo)

GEORGE YEOH
Finance Director

MBA (Aust), FCA(Aust), FCCA (UK), CPA (Mal)George Yeoh brings extensive experience as corporate CFO and COO with some of the world's largest conglomerates in advertising and marketing communications.

SUMMARY

- Leverage to rapid growth industry : **Mobile Technology & Big Data**
- **Proprietary Technology** Platform – Best of breed
- Highly **scalable & proven** business model
- **Strong pipeline** of existing & prospective clients
- Experienced Board & Management
- First mover advantage
- ‘Sticky’ **recurring revenue** model

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