Skyfii

Data. Decision. Delivery

Investor Presentation
May 2015

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Executive Summary

- SkyFii Limited (ASX: SKF) has today announced that it has secured commitments for a placement of new ordinary shares (**New Shares**) to a number of existing and new sophisticated investors to raise $2.8m at an issue price of $0.22 per new share (**Placement**).

- Proceeds from the Placement will:

  - enable the Company to fund the delivery of existing and future contract wins in Australia and internationally;

  - allow the Company to expand its sales, development and operations teams to support identified and new growth opportunities; and

  - provide additional working capital and balance sheet strength.

Who is SkyFii?

Market leader in public WiFi
Real world analytics
& Data driven marketing

4 Years in the Market

Publicly listed company on the ASX

Global Presence

Australia, New Zealand, Indonesia, South Africa and Brazil

Retail Focus

Global leader in retail centre WiFi and analytics with 100+ centres in rollout. Solutions provider to multiple sectors – Municipal, Education, Transit, Tourism, Event, Medical

Our Team

Specialists in big data, wireless technology, omni-channel marketing, led by a Board with multidisciplinary experience

Our Services

Guest WiFi
Business Intelligence
Advanced Analytics
Customer Relationship Management
Data Driven Marketing

Security

Cryptographic systems ensure privacy and security for both user and provider

Big Data & Integration

The SkyFii solution was built with the ability to integrate with 3rd party applications, with all information accessible through a single platform

Media & Content Delivery

8 communication channels, all in the one platform
A NEW WAY TO REACH CUSTOMERS

one Customer Data Platform

Gain a better understanding of visitor profiles and behaviours.
Convert every smartphone into a powerful communication tool
and improve customer loyalty

It all starts with Guest WiFi

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 team

Business overview

Data. Decision. Delivery

Customer Data Platform

All information in one place

Personal

Name, email, gender, date of birth, phone number, country of origin, source (CRM, WiFi, etc.)

Behavioural

Location, tracking, movement, purchase, interests, habits

Environmental

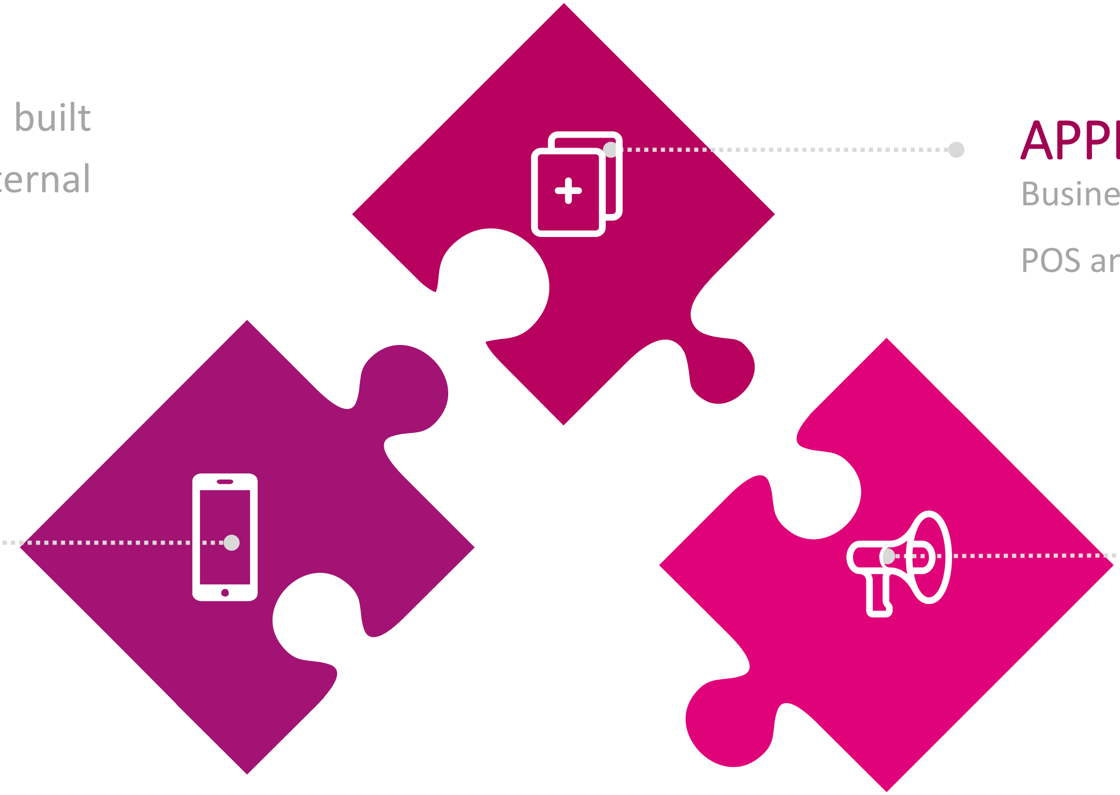
Weather, financial, nearby events

Built for Integration

The platform was built to integrate with existing systems

CLOUD

The SkyFii platform was designed & built for integration with a range of external systems via API or web service



APPLICATIONS

Business intelligence, CRM, POS and mobile wallet

APPS

Allows integration with apps and push notifications

OTHER MEDIA CHANNELS

Integrates with indoor and outdoor media channels

DIGITAL SIGNAGE

Platform Services

A range of services managed under the one umbrella

INTELLIGENCE / ANALYTICS

FOOT TRAFFIC, FREQUENCY, BEHAVIOUR & SEGMENTATION

UNDERSTAND CUSTOMERS BETTER

PROFILES, INTERESTS, BEHAVIOURS

TARGETED CONTENT

8 DIFFERENT WAYS TO DELIVER YOUR MESSAGE

Business Intelligence

Web analytics for the real world

Understand visitor behaviour

- Find out how many people visit your venue
- Which areas are busiest
- How often they come back
- New VS returning visitors
- Visitor profile
- How long they visit the venue
- Zone mapping
- And much more...

Target Audience | Analytics | Strategy | Marketing | Optimisation

Understand your customers better

Profile & Behaviour

Loyalty & Engagement

Segmentation

Content Strategy

Social Media

Retargeting

Targeted Content

Deliver personalised and relevant content to your visitors

NEW WAYS
TO CONNECT

SEGMENTATION

Identify and create customer segments

DECISIONING

Define the rules for automated, trigger based content delivery

PERSONALISED

Deliver the right message to the right person at the right time - RELEVANCE

OPTIMISED

A learning engine to optimise content delivery

New Technology Solutions for THE REAL WORLD

MUNICIPAL

- Asset tracking and utilisation
- Crowd management
- Community messages

TRANSIT

MEDICAL

EDUCATION

- Timetabling
- Security
- Building management

RETAIL

- Customer conversion
- Loyalty and engagement
- Merchandising

TOURISM

EVENTS

- Content channel
- Real time engagement
- Connectivity

SkyFii's Value Proposition

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 Streams

1. 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

2. 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

3. 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

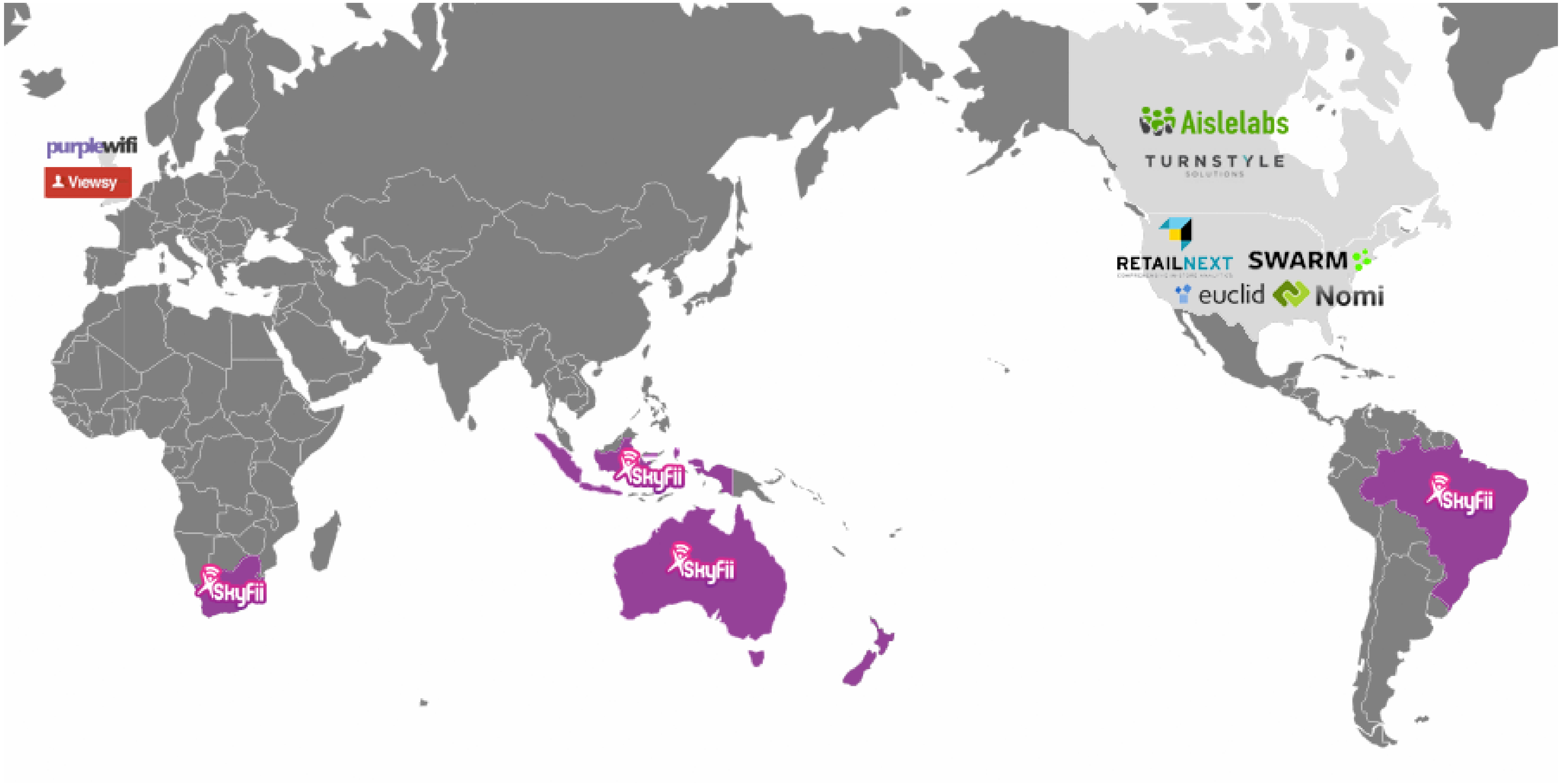
Indicative Analytics Pricing Models

SMALL VENUE	MEDIUM-SIZE VENUE	LARGE VENUE
e.g. café, restaurant, small retail store	e.g. big box retailer (dept. store, grocery store, hardware store)	e.g. retail centre, airport
Estimated fees per venue	**Estimated fees per venue**	**Estimated fees per venue**
Once off set-up fee: $300	Once off set-up fee: $2,000 to $15,000	Once off set-up fee: $15,000 to $300,000
Ongoing monthly fee: $50 to $100	Ongoing monthly fee: $250 to $1,500	Ongoing monthly fee: $1,500 to $5,500

Analytics Revenue consists of a once-off set up fee and an ongoing monthly subscription fee. (SaaS)

- Once-off set-up fee comprises of Wireless Network Services Design and Build. This varies depending on the environment, existing infrastructure and associated networking requirements, including, for example, size of venue, indoor/outdoor, foot traffic volume.
- Ongoing monthly fee comprises of Wireless Network Management and SkyFii HQ subscription fee. This varies depending on the amount of data to be processed, the customer requirements, and the associated features delivered via SkyFii HQ.

First Mover Advantage



Execution Since Listing

21 NOV 2014
SkyFii enters Indonesia market

20 JAN 2015
SkyFii signs reseller agreement with digital mobile agency

09 FEB 2015
SkyFii signs supply agreement with major telco

11 FEB 2015
SkyFii signs major contract with NZ retail group

13 FEB 2015
SkyFii signs contract with office/retail service provider in Sydney

27 FEB 2015
SkyFii signs major contract to supply to high-profile Australian mall group

24 MAR 2015
SkyFii signs 2x reseller agreements in Thailand & Australia

28 APR 2015
SkyFii signs major contract with high-profile Brazilian mall group

Key Growth Initiatives

SkyFii’s key growth initiatives and strategic focus include:

1. Continued execution of core enterprise pipeline of domestic and international retail property groups
2. Continued development of reseller and other partnerships to maximise product distribution opportunities
3. Continued product development to expand SkyFii’s addressable market
4. Continued development of potential partnerships to explore new revenue channels

Capital raising overview

Capital Raising

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  - provide additional working capital and balance sheet strength.

- Peloton Capital Pty Ltd acted as Bookrunner to the Placement. Moelis Australia Advisory Pty Limited acted as Financial Adviser to the Company.

Capital Structure Overview

Placement Pricing

Price per New Share	$0.22
Premium to:	
Last Close ($0.185) [1]	18.9%
5-day VWAP ($0.1913) [1]	15.0%
30-day VWAP ($0.2010) [1]	9.5%
Last capital raising price ($0.20)	10.0%

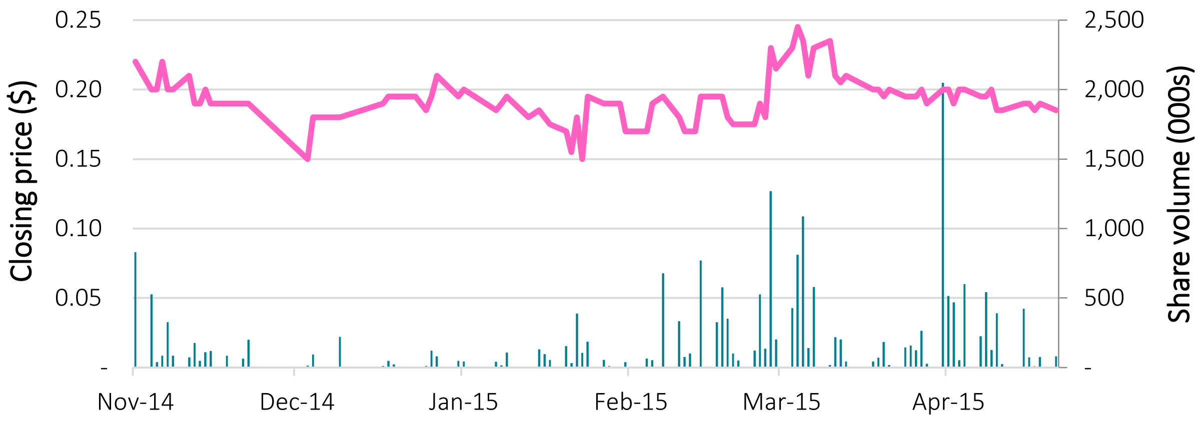
Capital Structure

Undiluted capital structure	No. of shares	%
Existing shares on issue	101.1m	88.8%
New Shares to be issued under the Placement	12.7m	11.2%
Total	113.7m	

Fully-diluted capital structure	No. of shares	%
Existing shares on issue	101.1m	51.5%
Maximum vendor Earn-Out Shares[2]	82.5m	42.1%
New Shares to be issued under the Placement	12.7m	6.5%
Total shares outstanding	196.2m	

- New Shares under the Placement will be issued at a fixed price of $0.22 per New Share
- New Shares will rank equally with existing SkyFii shares on issue

Share Price Performance Since Listing[1]



Key terms of the Earn-Out Shares:

- Based on CY2016 Revenues of the Company, whereby:
  - Earn-Out Amount = CY2016 Revenues × 3 (capped at $16.5m)
  - Earn-Out Shares = $\frac{\text{Earn–Out Amount}}{\text{Share issue price of \$0.20}}$
- A maximum of 82.5m Earn-Out Shares will be issued if the Company achieves CY2016 revenues of $10.0m
- No Earn-Out Shares will be issued if the Company achieves CY2016 revenues of less than $4.5m

1. Source: IRESS. Market data as at 11 May 2015.
2. Pursuant to the Replacement Prospectus lodged 15 October 2014.

Board & management

Board Directors

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.
Currently Vice President International Television for NBCUniversal (ANZ).
Formerly Chief Executive Officer, ASX listed, Quickflix Ltd; Global Chief Executive Officer, YuuZoo Corp; Director, Telstra Media; Managing Director, Nine Network Queensland; Chief Executive, Prime Television New Zealand.

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
Chief Executive Officer

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

Ian Robinson
Sales Director

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

Simon Mainwaring
Product Manager

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

Jason Martin
Chief Technology Officer

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

Michael Walker
Chief Operating Officer

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

Brone Roze
Chief Financial Officer

- 7+ years finance and corporate advisory experience
- Vice President of Finance, Freelancer Limited
- Associate Director, KPMG Corporate Finance

Thank you

Contact Us

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