



*The World's First **Omnidata Intelligence** Company*

Q1 FY2020 Update

We exist to help physical venues use data to  
better understand visitor behavior.

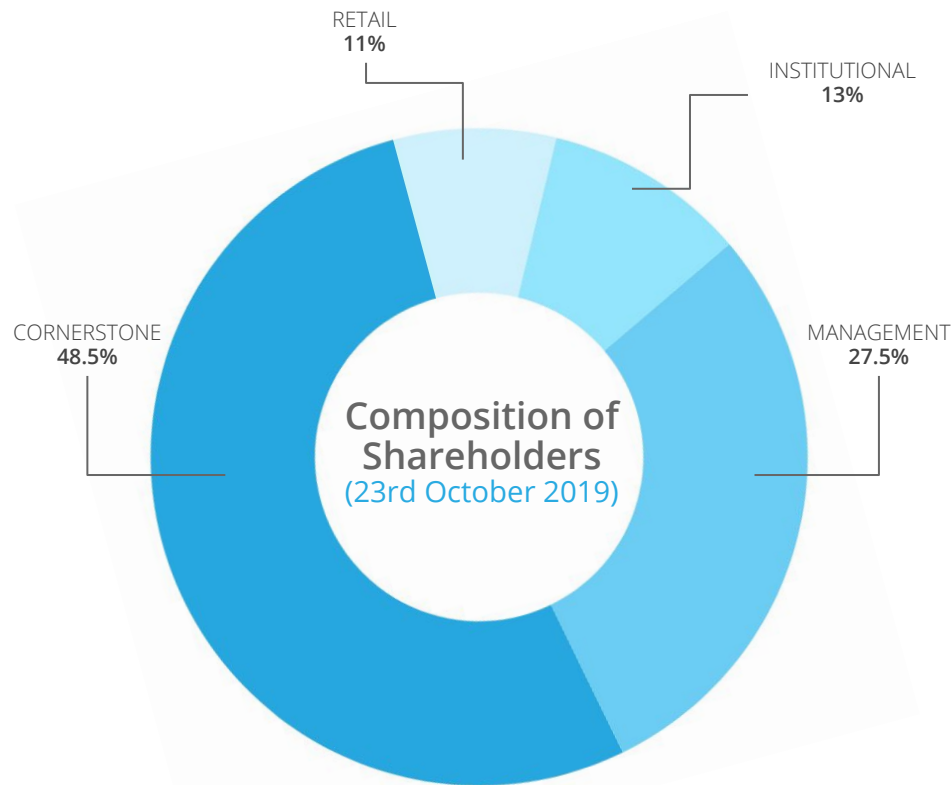
# Company Overview

## KEY MARKET STATISTICS

ASX code	SKF
Share price (23rd October 2019)	A\$0.15
Market capitalisation (23rd October 2019)	<b>\$47.8 million</b>
Total shares outstanding	318 million
Cash balance 30th September 2019*	<b>\$1.09 million</b>

## KEY SHAREHOLDINGS

	Shares Held (Rounded)
Jagafii Pty Ltd	33,260,006
Thorney Technologies	26,135,555
Bruce Gordon	23,268,756
Shaun Bonétt	22,015,874
Jan Cameron	18,053,011



- Tightly held – Top 20 shareholders hold ~67%

# About Skyfii

Our vision is to improve visitor experience by understanding behaviour.

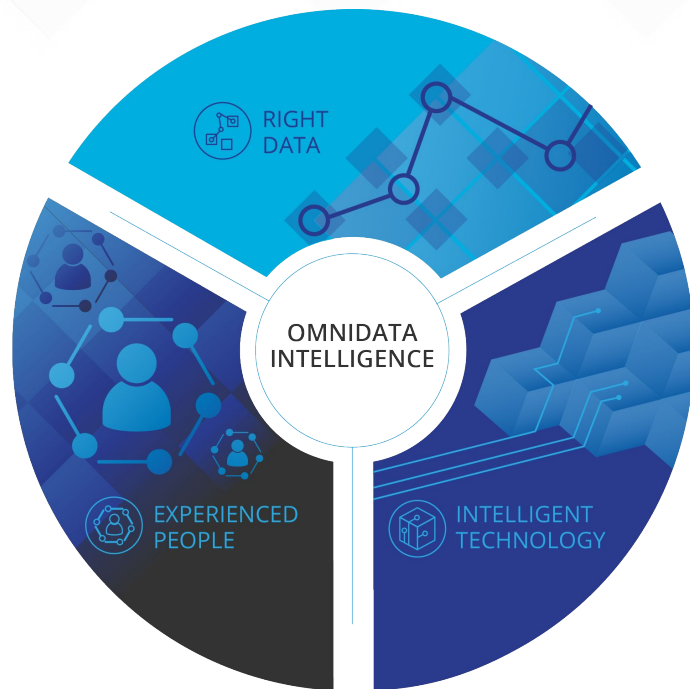
Skyfii is a global technology company that transforms the way organisations collect, analyse and extract value from data.

We process billions of data points monthly, captured in the physical & digital world to help businesses better understand and improve the experiences of millions of customers every day.

- Offices in 6 countries
- 61 staff globally
- Portfolio of 10,000+ venues across 30 countries

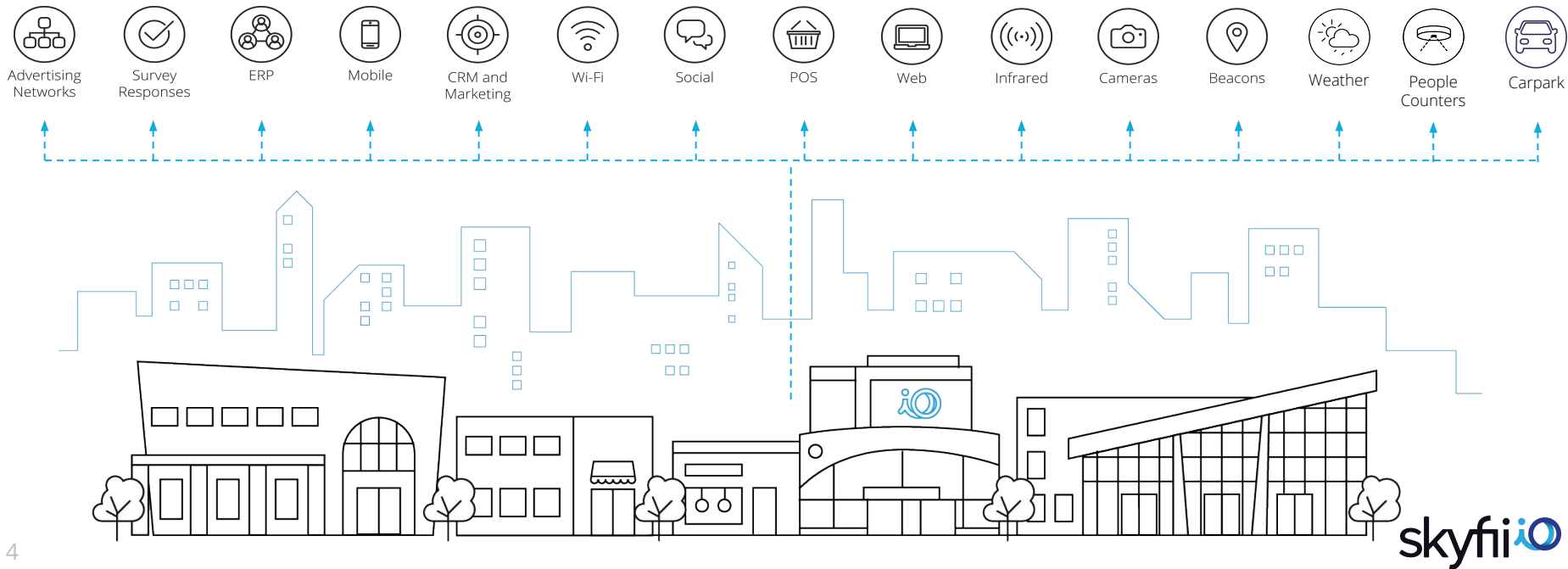
## Omndata Intelligence

The practice of analysing multiple data sets to create a complete understanding of experiences across the physical and digital world.



# Right Data

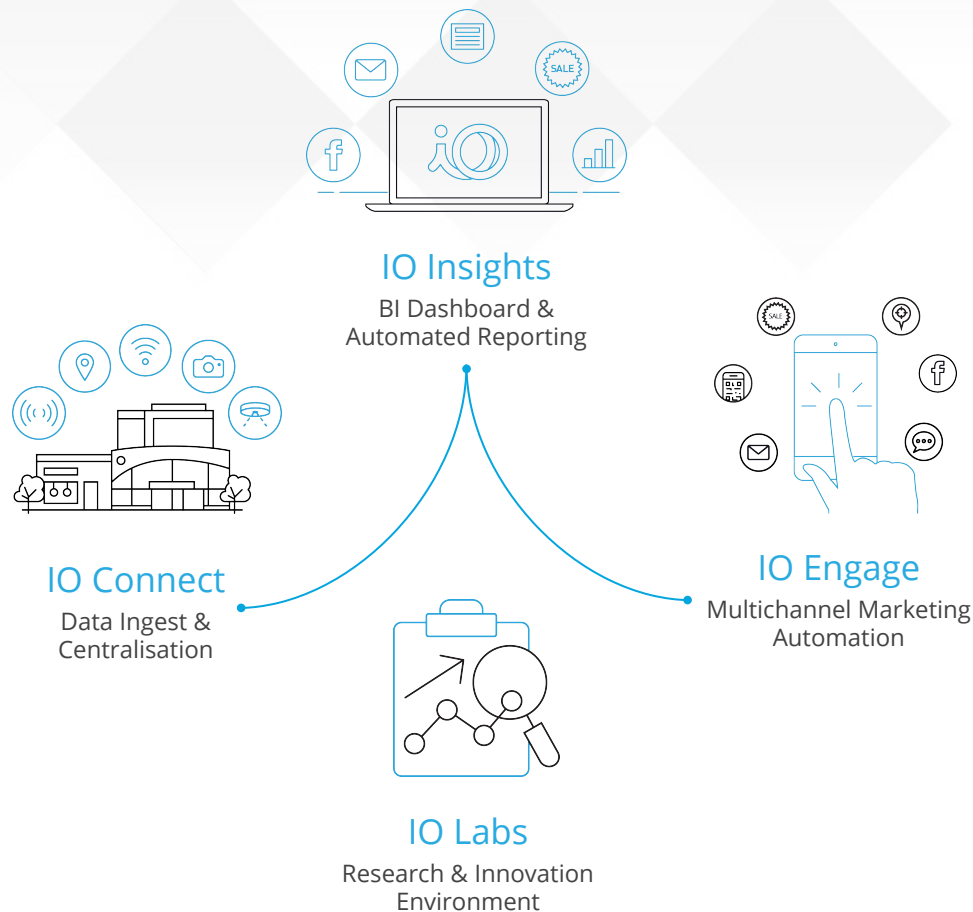
Skyfii IO supports data collection from a growing number of sources. It gives venues the ability to build a holistic view of the visitor experience and the factors that influence it. The scope, scale and integrity of our data allows our customers to maximize their client engagement and satisfaction





# Intelligent Technology

- **IO Connect** automates the collection, storage and processing of data from a wide variety of sources including; CRM, Survey, WiFi, Camera, BLE / Mobile Apps, Weather, POS / Sales, ERP / , Car Park, Accounting and Finance.
- **IO Insights** automates reporting of data collection in real time including: social, visitor, behavior, opportunity, sales, people counting and WiFi.
- **IO Engage** provides marketing tools to deliver & automate content across a number of channels including; Email, SMS, Mobile Push, WiFi Captive Portal and OOH Digital Screens.
- **IO Labs** is a research and innovation environment where Skyfii's data science & strategy teams build the products of tomorrow and support custom client needs.



# Intelligent People

Skyfii's expert data scientists, strategists, and marketers develop customized solutions designed around your venue's unique needs.



## CUSTOM RESEARCH

When you have critical business questions that can't be addressed with software alone, our data scientists can help.



## DATA STRATEGY CONSULTING

Skyfii's digital experts can help you create a digital transformation plan that will turn your venues into rich sources of insights.



## ENGINEERING

Our engineering team can automate and integrate our IO platform software to match your exact needs.



## Quarterly Highlights





Types of revenues generated  
by the Skyfii business model



#### **RECURRING REVENUES**

are generated from ongoing subscription fees for access to Skyfii's SaaS 'IO' platform. Includes contribution from the Beonic Acquisition.



#### **SERVICES REVENUES**

are generated from the payment of projects undertaken by both Data Consultancy Services (DCS) and Marketing Services (MS) divisions. Revenues generated from Services are received as either monthly, recurring or fixed fee projects.



#### **NON-RECURRING REVENUES**

are generated from the deployment of hardware and infrastructure, implementations and upfront setup fees, which underpin recurring revenues, including installation of Wireless Access Points, 2D and 3D cameras and People Counting technology. Includes contribution from the Beonic Acquisition.

## Q1 Total Operating Revenue

- Total Operating Revenues for the September quarter FY2020 of \$3.08m (inclusive of Beonic Transaction which completed on 9 July) up 26% on the prior quarter
- Services revenues at A\$0.54m, down 22% from the prior quarter
- Non-recurring revenues at A\$0.46m, up 101% from the prior quarter

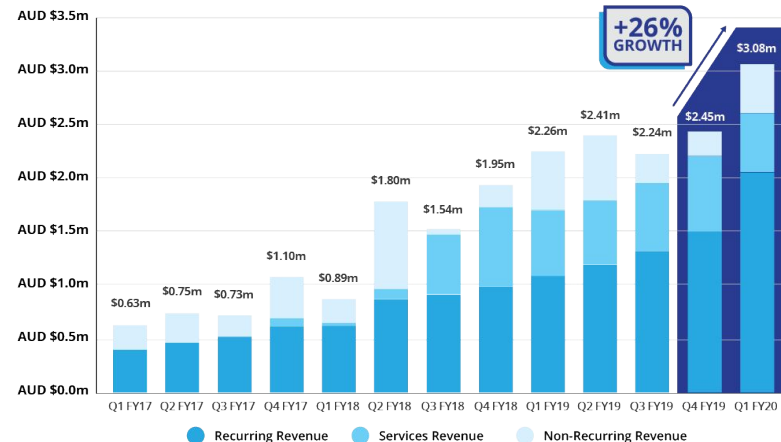


## Q1 Quarterly Recurring Revenue

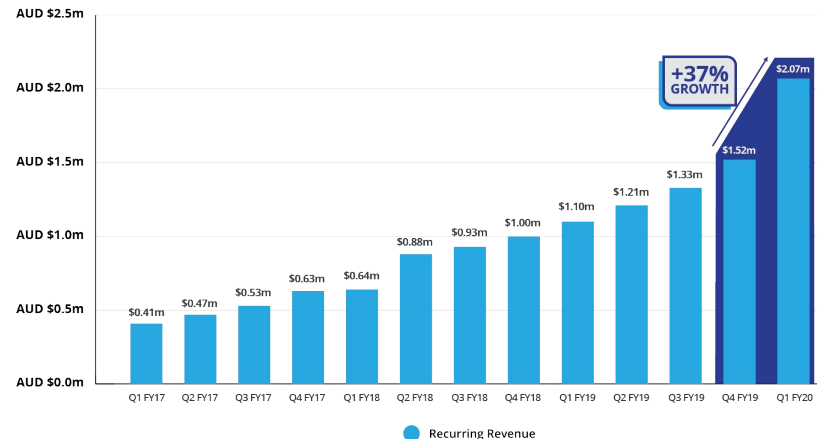
- Recurring Revenues for Q1 FY2020 of \$2.074m, up 37% on the previous quarter, and up 90% when compared to Q1 FY2019
- The underlying business (pre-Beonic) delivered \$1.67m in recurring revenue which was a 10% increase on the June quarter (+53% on PCP)



### — TOTAL OPERATING REVENUE —



### — QUARTERLY RECURRING REVENUE —

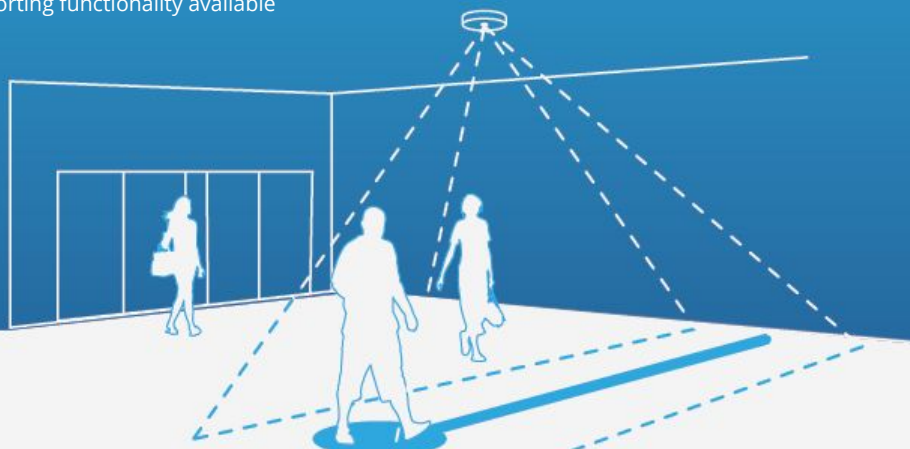


# Skyfii Completed the Acquisition of Beonic, 9th July 2019

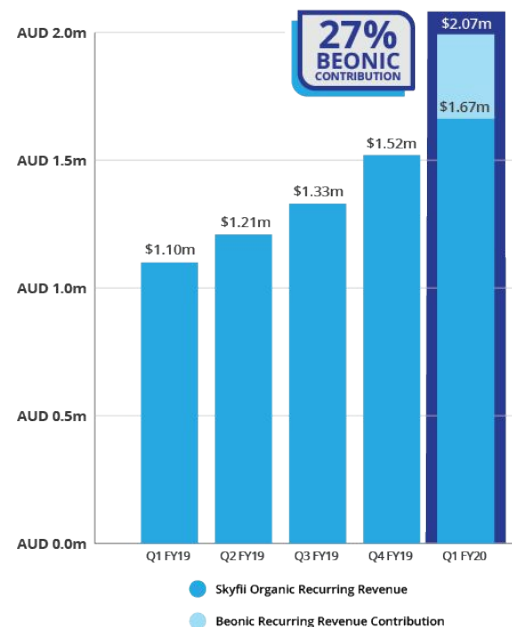


## Strategic Rationale

- **Portfolio of blue chip customers:** Further extends our customer base into retail, municipality and retail property in the Australian, New Zealand and Asian markets
- **Technology/data diversification:** increases the number of represented data sources available in the platform
- **Extends current capability:** Skyfii already has 3,000 people counters deployed, reporting functionality available
- **Hard synergies** identified including increase in recurring revenue, EBITDA improvement, engineering and technical support efficiencies
- **Attractive valuation multiple** compared to current SKF trading—acquisition multiple of ~1.05x recurring revenues



## QUARTERLY RECURRING REVENUE



## Q1 Milestones

- **Significant sales pipeline** already built across Beonic & Skyfii customer base
- **Key customer migrations** have already commenced with an overwhelming positive response received from Beonic customer base on the Skyfii product and service offering
- **Beonic staff now fully integrated** into the Skyfii operations



# Notable contract wins

Significant new international contracts wins during the quarter, including:



**Wembley Stadium (UK, Stadium)**  
3 year contract for 'IO Connect' and 'IO Insight'



**Baha Mar Resort (USA, Resort)**  
3 year contract for 'IO Connect'



**Autostrade (ITALY, Petrol Convenience operator)**  
3 year contract for 'IO Connect' and 'IO Insight'



**SARCO (LATAM, Quick Service Retail)**  
3 year contract for 'IO Connect'



skyfii

# Enterprise Client Snapshot





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## FY2020 Outlook





## Outlook

### KEY FOCUS AREAS OF FOCUS FOR FY2020

- Conversion of key contracts within our International markets
- Deliver strong topline and recurring revenue growth across all regions
- Maintain focus on cash management and maintaining a positive Operating EBITDA position
- Expand the Beonic (people counting) business offering into the UK, USA, Brazil and other international markets
- Increase the number of datasets represented in the IO platform
- Further build out our partnership with global ecosystem partners

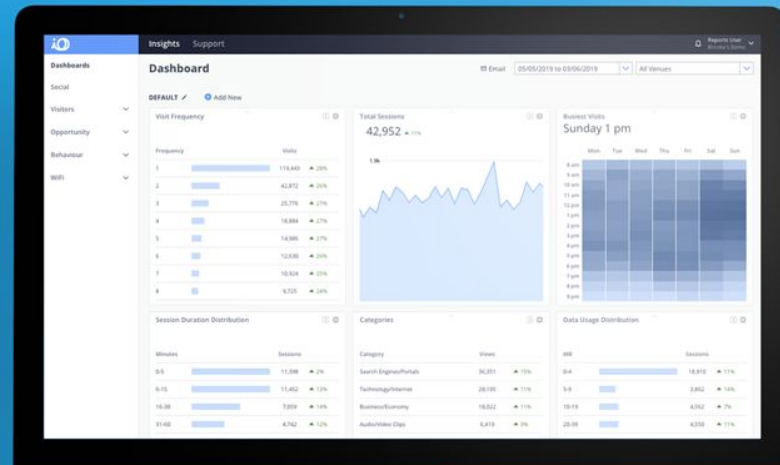


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# Appendix



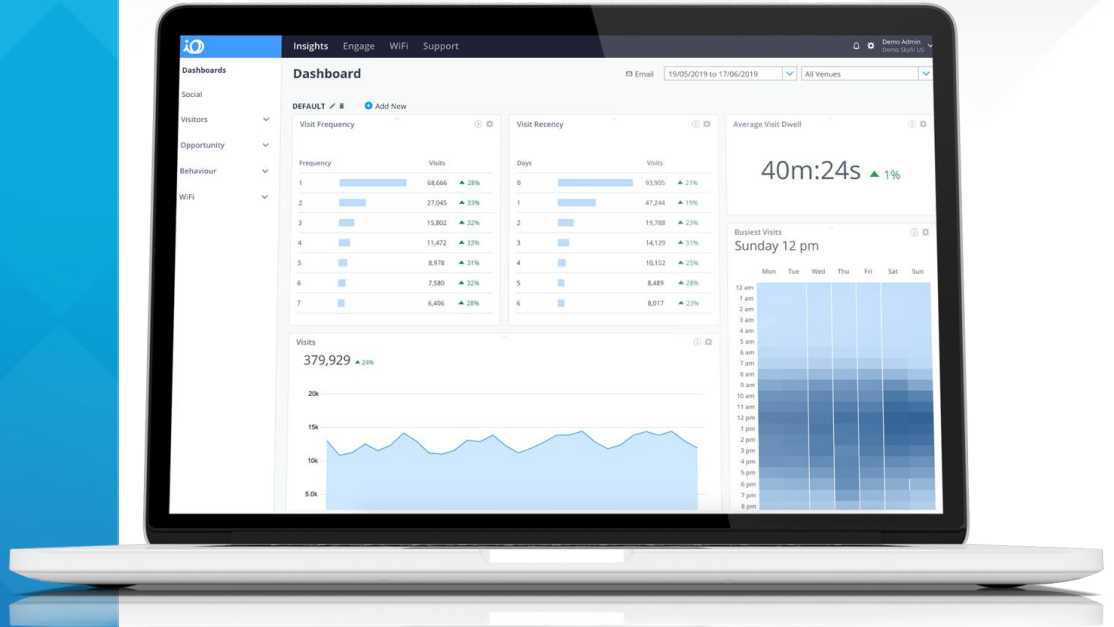
Businesses typically use  
Skyfii IO in three phases...



1

## Establish Baseline Metrics for Visitor Behavior

Most venues start by using Skyfii to get more value from the technology infrastructure they already have.





# 2

## Add Context With Additional Data Sources

Skyfii IO can incorporate data from multiple aspects of your business.

By selecting the right data sources, Skyfii can add more context to the data you're already collecting.

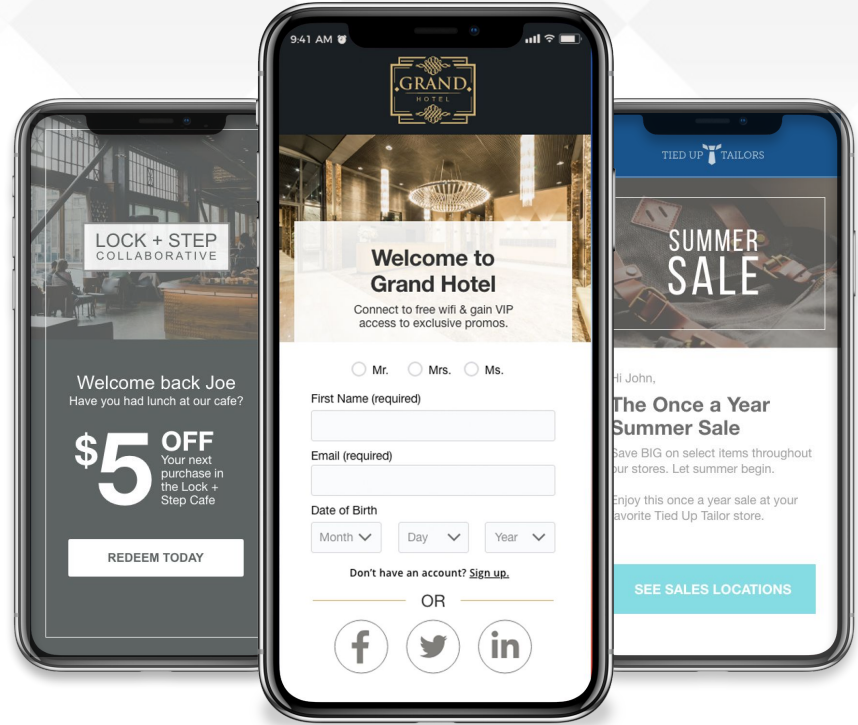


# 3

## Engage Visitors To Obtain Deeper Insights

Obtain email, phone, name, zip code, survey responses and other visitor-provided data

Send and measure responses to email campaigns, SMS messages, in-app notifications, and mobile content.



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