skyfii iO

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

2019 ANNUAL GENERAL MEETING

Executive Team

Wayne Arthur
Chief Executive Officer

John Rankin
Chief Operating Officer

Michael Walker
Chief Information Officer

Koreen White
Finance Director

Jason Martin
Chief Product Officer

Ian Robinson
Sales Director

Non-Executive Directors

Andrew Johnson
Chairman & Non-Executive Director

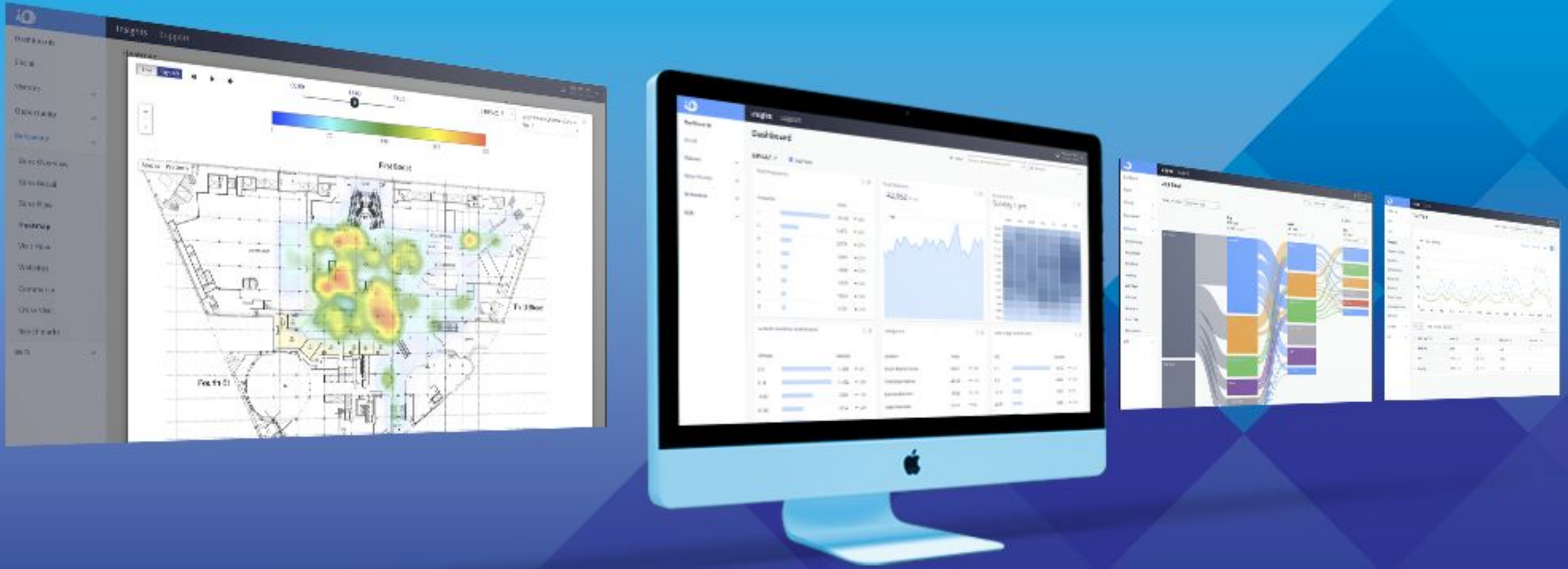
Jon Adgemis
Non-Executive Director

Lincoln Brown
Non-Executive Director

Sue O'Malley
Non-Executive Director

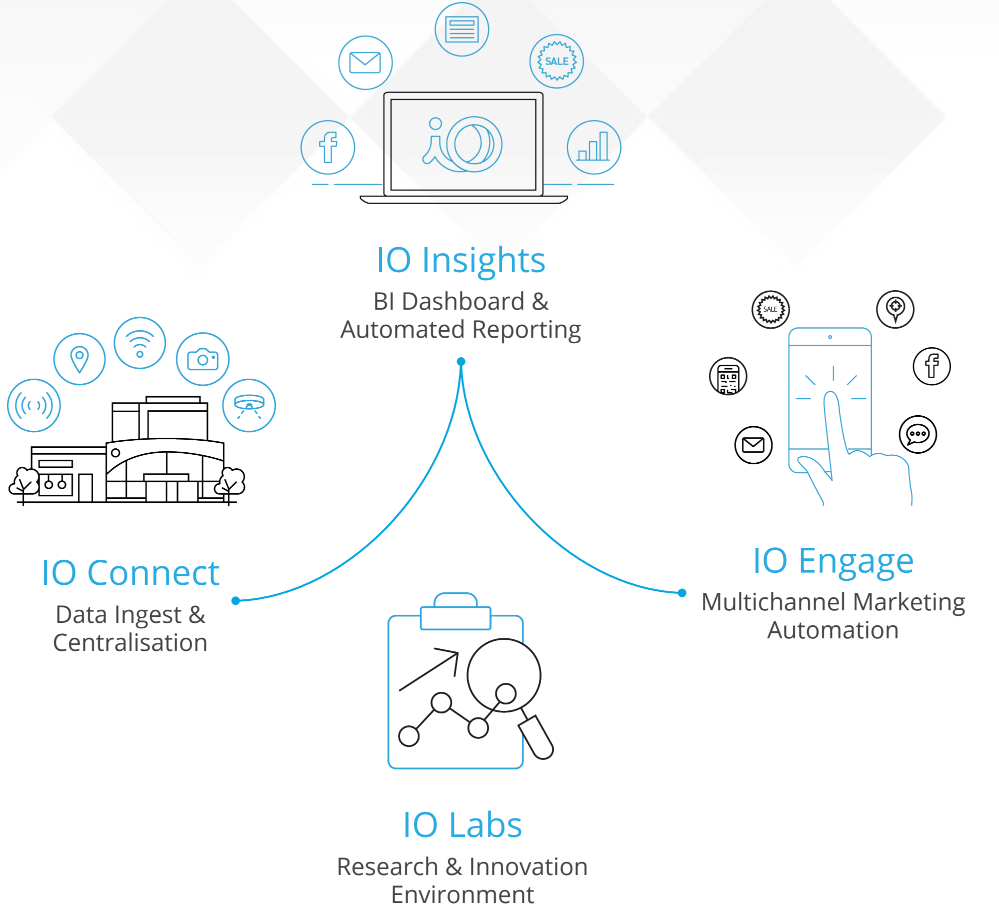
Data Intelligence Platform built for Physical Venues

IO 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.



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.



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Business Snapshot

Types of Revenues

1. Multi-year SaaS subscriptions
2. Data & Marketing Services
3. Non-recurring

Types of data points

>25 different capture points that analyse billions of data points monthly

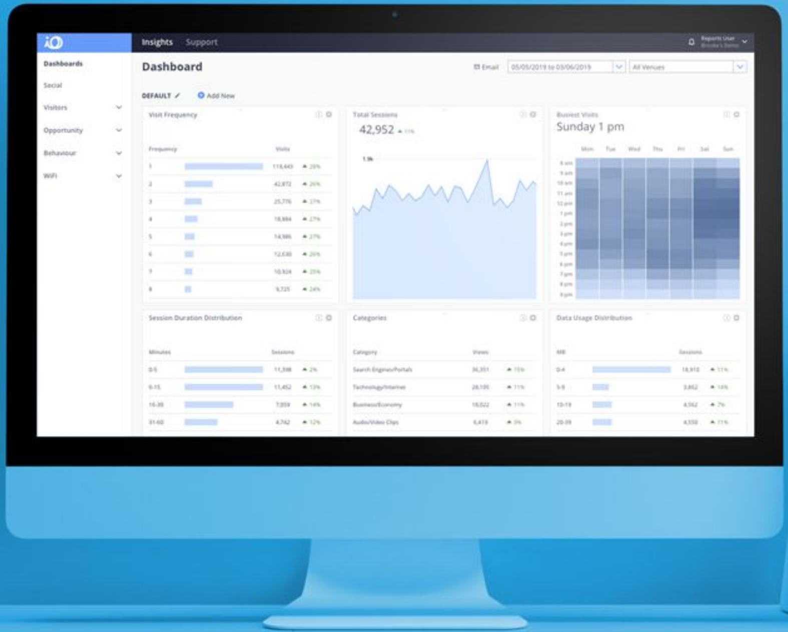
Verticals

10 key verticals
Focus on Enterprise

Customers

900+ customers
10,000+ venues

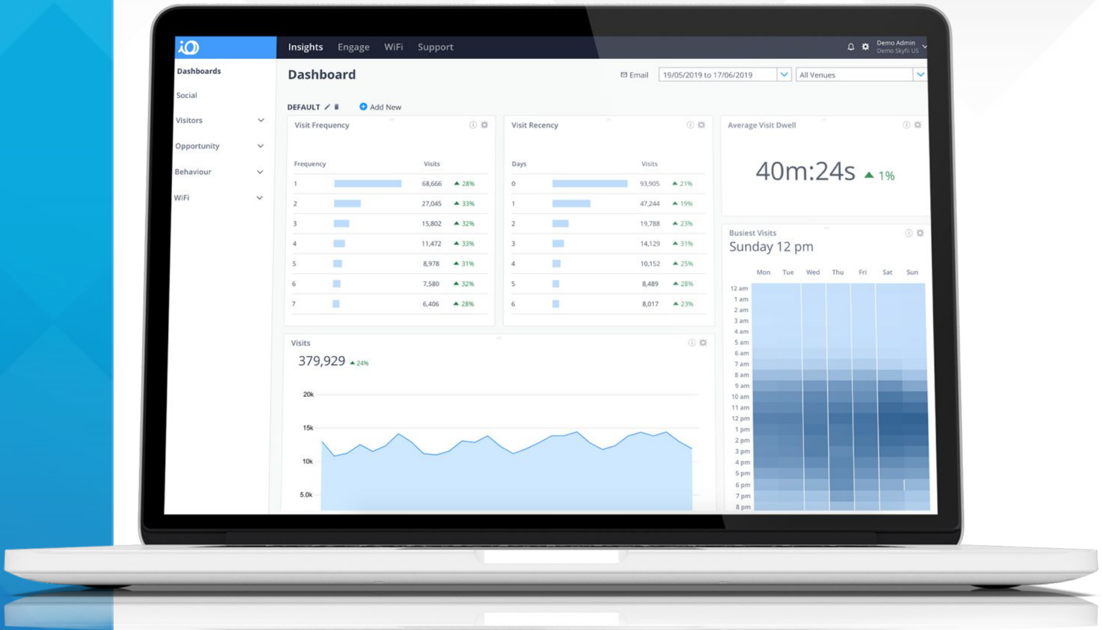
Businesses typically use Skyfii IO in three phases...



1

Establish Baseline Metrics for Visitor Behavior

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



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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.

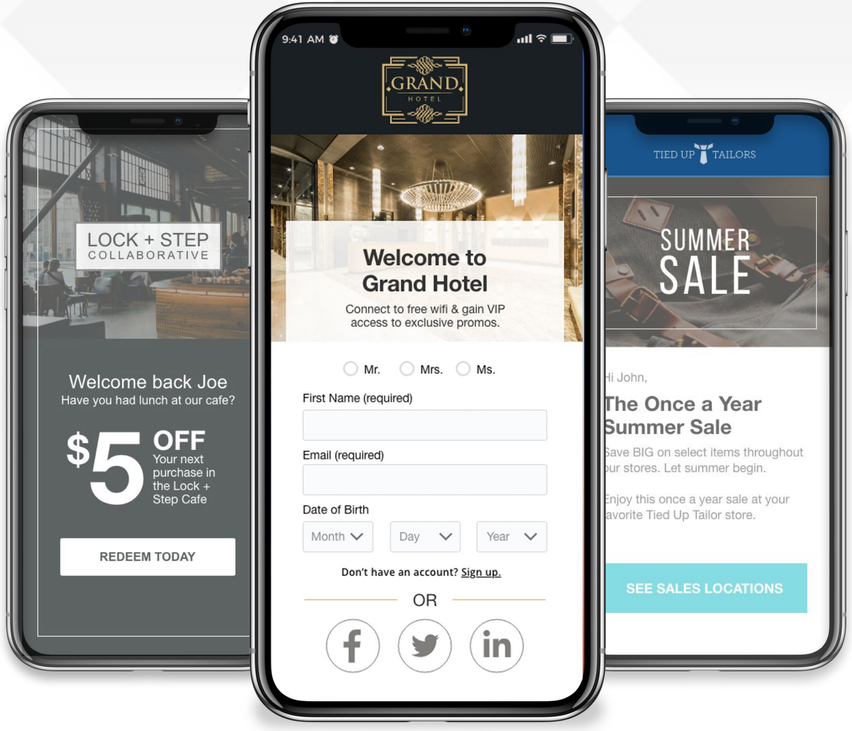
skyfii IO

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.



Addressable Market in Targeted Geographies

4,700 Stadiums	1,279 Airports	134,385 Malls	22,442 Universities	161,642 Gyms
4,050 Smart Cities	2,750 Casinos	25,862 Cultural Centres	11.3m Retail Outlets	40,163 Hospitals

Operating Highlights

Operating Highlights

+900
Customers

>10,000
Venues

+48
Product Releases

WAVERLEY COUNCIL
HABIB'S
NATIONAL LIBRARY OF AUSTRALIA
SYDNEY CRICKET GROUND
MoAD
SOMERSET COUNTY CRICKET CLUB
ISPT
HOME CONSORTIUM
EST. 1938 RICE VILLAGE HOUSTON, TX
mega polo moda
FRIGELAR
THE KOOPLES PARIS
DASA·GROUP
SFMOMA
paradise centre
Nando's
Royal Australian Mint

Financial Highlights

FY19 Financial Highlights

Revenue
$9.4m (FY19 v FY18)
↑ **52%**

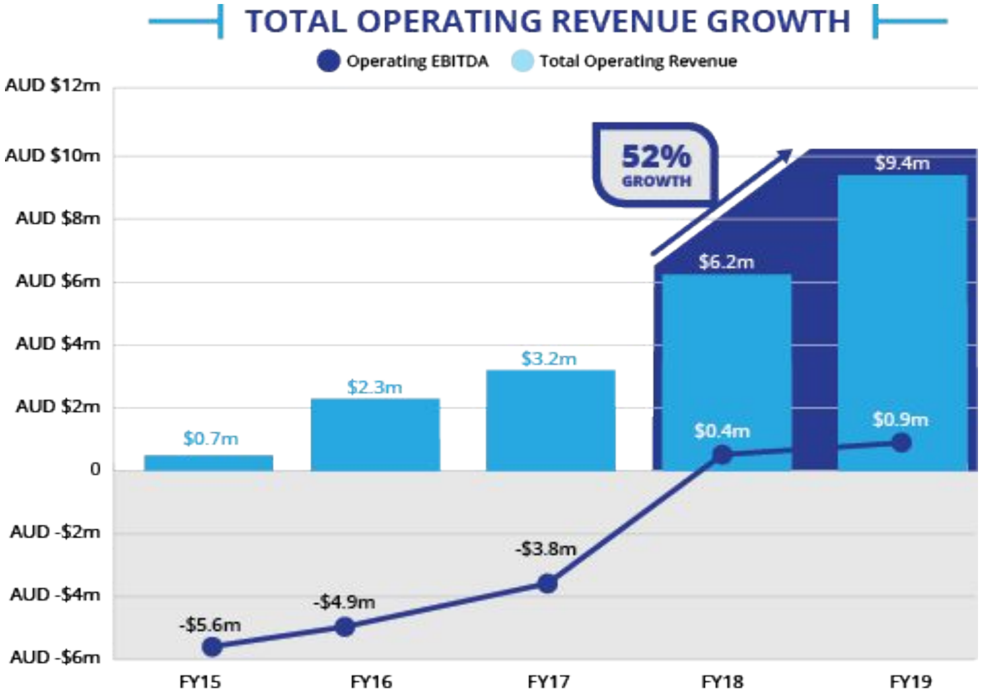
5-Year CAGR Total Operating Revenues
192%

Operating EBITDA
$0.88m (FY19 v FY18)
↑ **150%**

Recurring Revenues
$5.4m (FY19 v FY18)
↑ **50%**

Churn Rate
<1%

Cash at Bank as at 30 June
$1.33m



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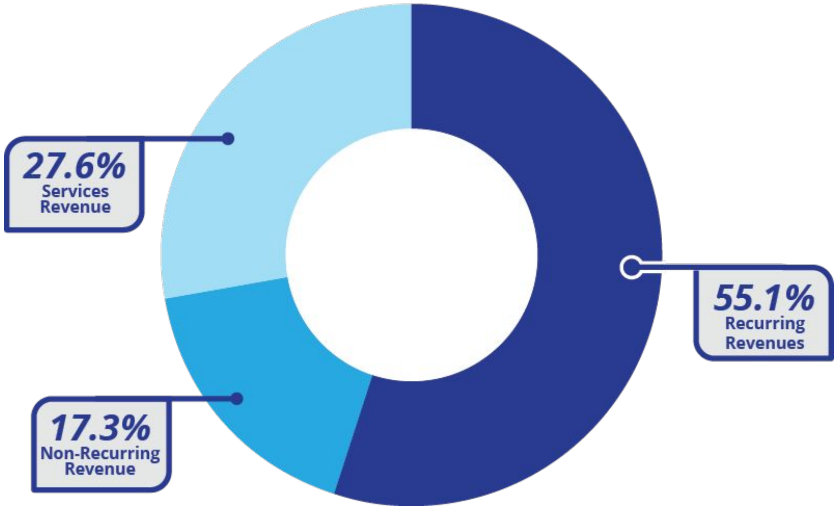
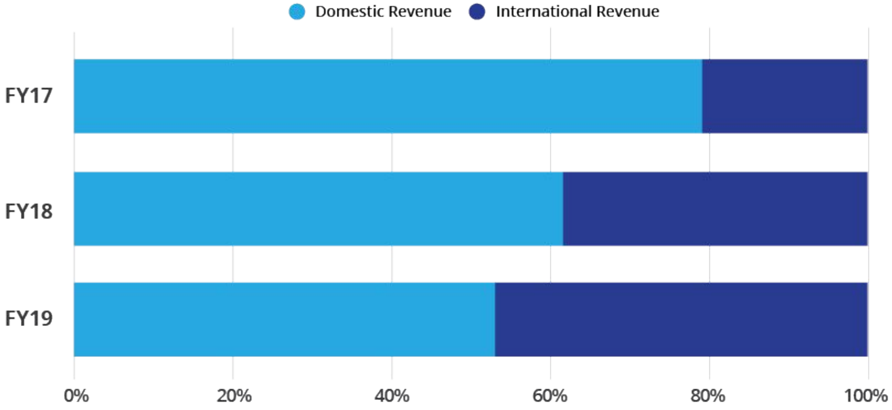
Diversification of Revenue Mix and Operating Markets

FY19 REVENUE MIX



- Strong growth in Recurring Revenue, up 50% YoY
- Recurring revenues deliver 85% gross margin with a blended average of 71% across all three revenue types

OPERATING MARKETS



- Continued investment and expansion into international markets
- International revenue contributed 47% of total operating revenue in FY19 compared with 38% in FY18

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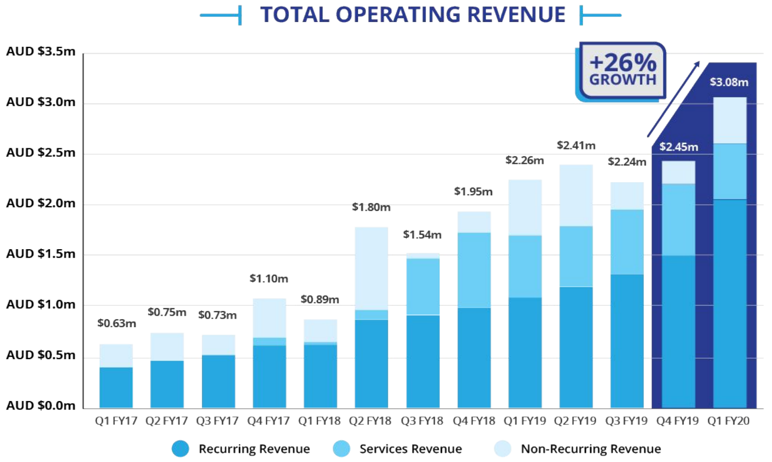
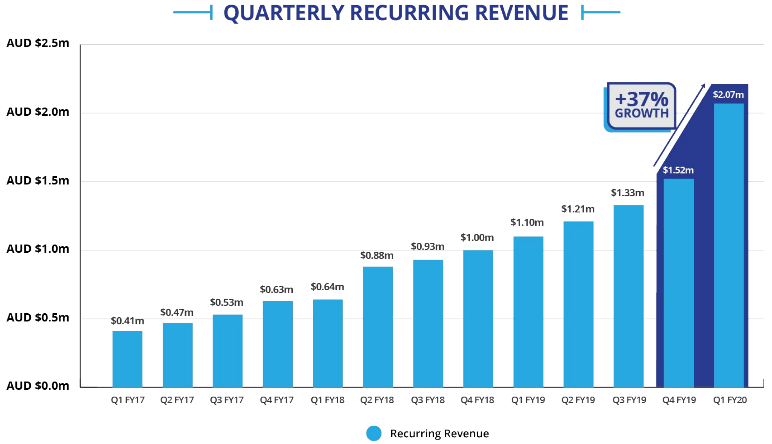
Q1 FY2020 Results

Revenue
$3.08m
(Q1 FY2020)
26%

Recurring Revenues
$2.07m
(Q1 FY2020)
37%

ARR*
$9m
50%



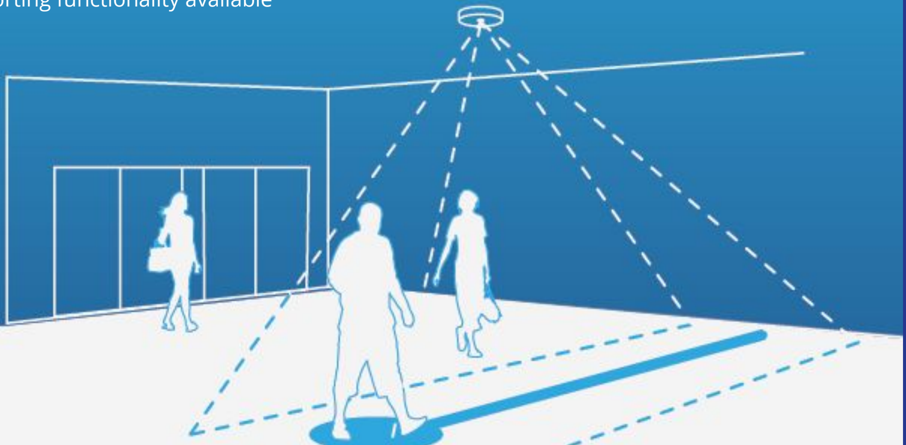


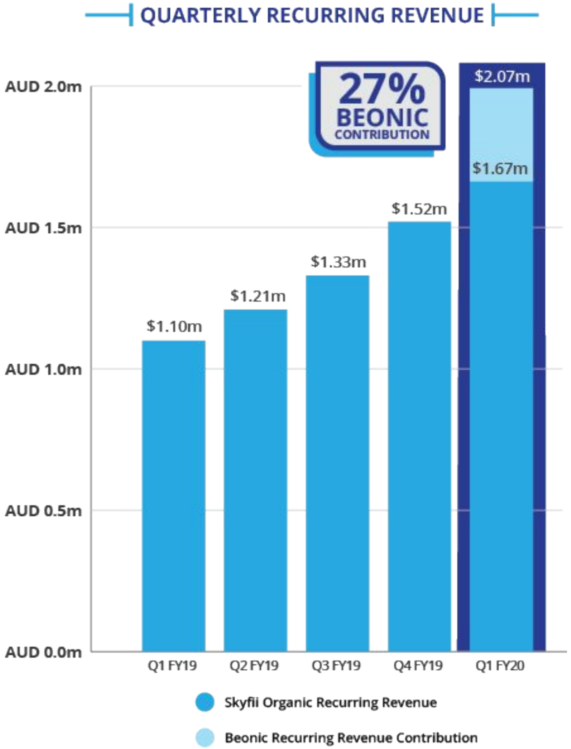
* Revenue inclusive of Beonic Transaction which completed on 9 July
* Annual Recurring Revenue (ARR) based on contracted recurring revenues as at the end of Q1 FY2020

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





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

FY2020 Outlook

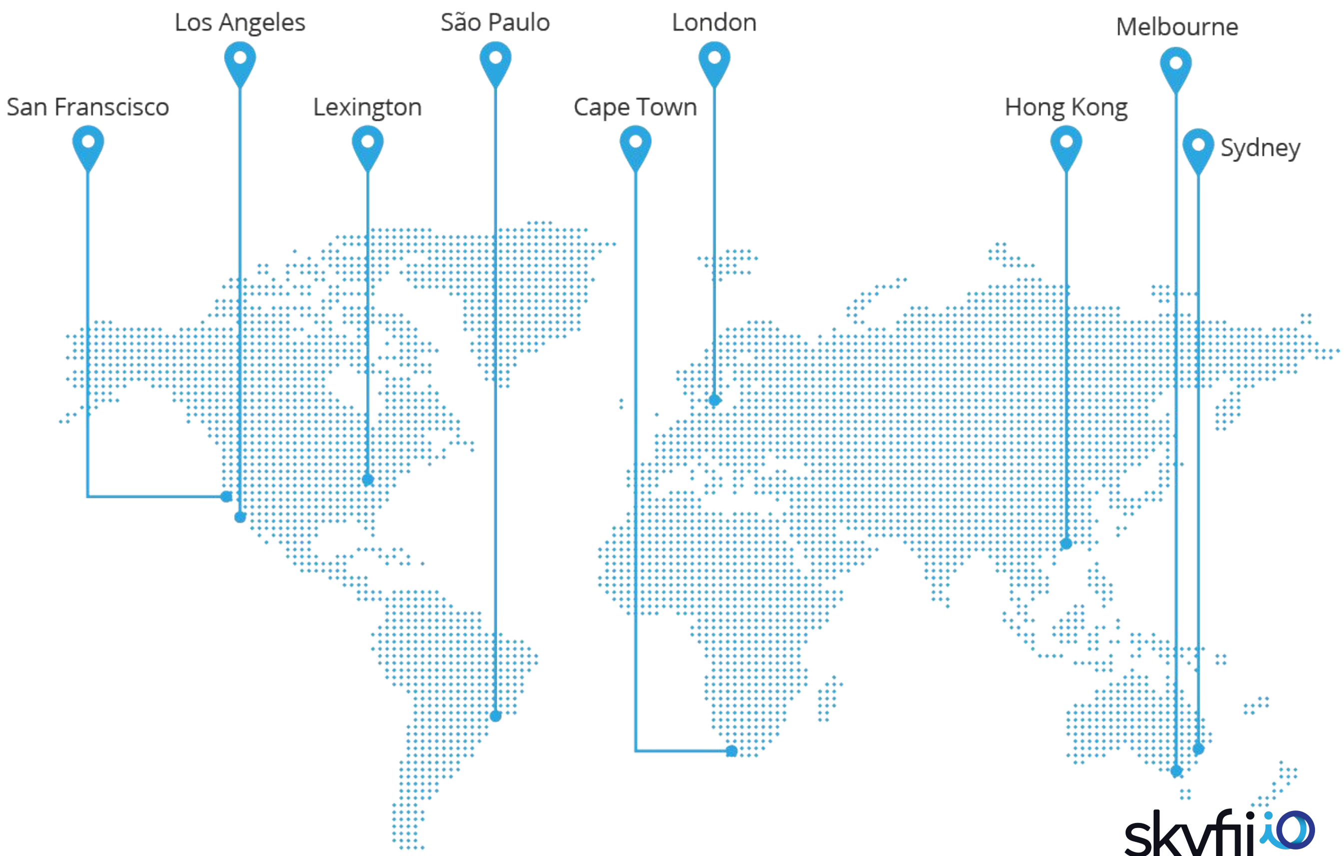
47%
of revenues generated from international markets

+86%
International revenues FY19 v FY18

30
countries across 5 continents

61
Headcount

Global Footprint



Qualified Sales Pipeline Snapshot

FY20 qualified advanced stage pipeline of

~$25m

~45%

of pipeline in international markets

Exit Q1 with

$9m ARR

FY20 PIPELINE

Outlook

SKF:ASX

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 EBITDA position
- Integrate the Beonic (people counting) business and expand offering into the UK, USA and Brazil
- Increase the number of datasets represented in the IO platform
- Further build out our partnership with global ecosystem partners

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