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December Quarterly
Q2 FY18
Investor Presentation

6th February 2018

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COMPANY OVERVIEW

Company Overview

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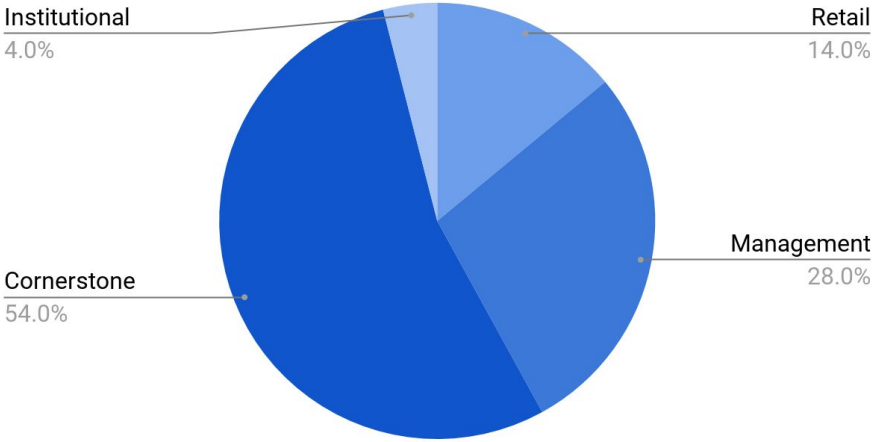
Key Market Statistics	
ASX code	SKF
Share price (5th February 2018)	A$0.16
Market capitalisation (5th February 2018)	**A$43.7 million**
Total shares outstanding	273.4 million
Cash balance 31 December 2017	**A$2.75million**

Key Shareholdings	
	Shares Held
White Family	36,061,587
Shaun Bonétt	22,015,874
Jan Cameron	17,009,380
Bruce Gordon	15,392,436

Composition of Shareholders (5th February 2018)



- Tightly held – Top 20 shareholders hold ~70%
- Peter Gammell, Richard Freudenstein, Shaun Bonétt are major shareholders on the register

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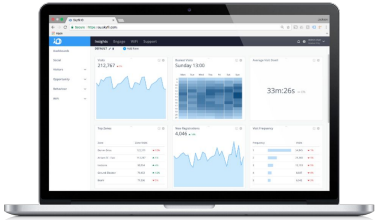
Foundation data layer: +13m unique registered users / +1 Billion Customer visits

Platform

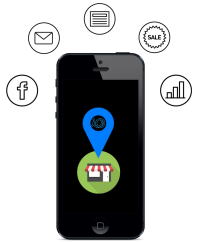


An analytics and data-driven marketing platform.

Data Consulting Services

Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data.

Marketing Services



Delivering best in-class data-driven marketing practices, empowered through the amalgamation of a consumer's digital and behavioural data.

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Software as a Service (SaaS) Product Family

IO Platform purchased on multi-year contract terms generating strong recurring forward revenues

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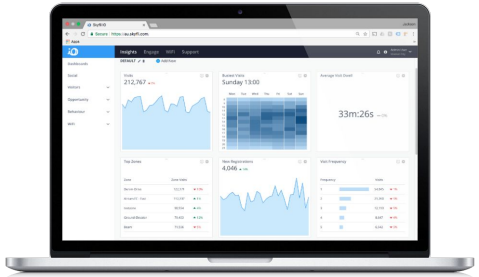
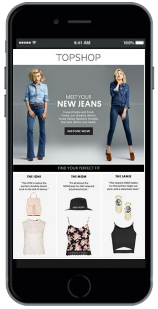
iO connect

A consolidated big data platform, integrating and unifying multiple sources.



iO insight

Intelligent visitor, location and venue analytics.



iO engage

Data driven, automated and location based marketing engagement.

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Data Consulting Services

New revenues from professional services that support the sell-through of the IO Platform

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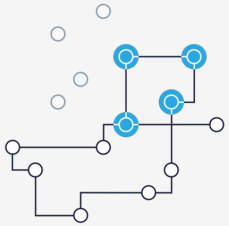
Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data.

Project Examples



Shopper Research

Analysis, modeling, visualisation, and performance measurement.

Data Enrichment

Optimisation of in-venue and external data capture, storage, and management.

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Marketing Services

New revenues from professional services that support the sell-through of the IO Platform

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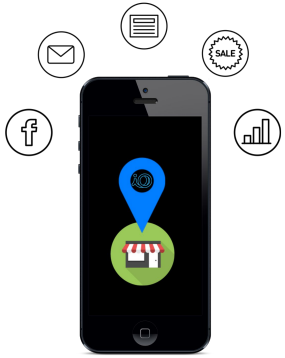

Delivering best in-class data-driven marketing practices, empowered through the amalgamation of a consumer's digital and behavioural data.

Project Examples

Marketing Strategy

Constructing long-term, forward-looking marketing approaches to achieve clients data-driven competitive advantage.

Campaign Optimisation

Segment analysis and post campaign reporting, leveraging Skyfii's unique access to high value behavioural and digital data sets.

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Pathway To Enhanced Shareholder Returns

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ESTABLISH A DOMESTIC PLATFORM

Focus product, technology & sales in delivering growth in ANZ

FY14

BUILD A MARKET-LEADING TECHNOLOGY STACK

Build a scalable platform to service the needs of contracted enterprise customer

FY15

ESTABLISH AN INTERNATIONAL PLATFORM

Establish a presence in the US & UK markets to drive international expansion

FY16

EXPAND SALES & MARKETING CAPABILITY

Invest in sales and marketing capability to aggressively grow revenues in ANZ, UK & US markets.

Global deployment of channel partner program

FY17

ACCELERATE REVENUE GROWTH

Accelerate revenue growth through strong market position with global channel partners & clients direct

Deliver pathway to EBITDA breakeven

FY18

1H FY18 Target Exceeded

ENHANCE SHAREHOLDER RETURNS

Harvest revenue pipeline from international operations

Build and consolidate market leading position by vertical/country

Optimise shareholder returns

FY19

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OPERATING HIGHLIGHTS

Material New Contracts During the Quarter

Strong deal activity in the Australian, European and United Kingdom markets

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Aventus Property Group (Australia)

31/10/2017

Deployment across four Aventus shopping centres over a three year contract term. Further demonstrating Skyfii's dominance in retail property.

McArthurGlen Designer Outlets (Europe)

25/10/2017

Announced as a major shopping centre group, McArthurGlen is the product of the acquisition of Wicoms Wireless and subsequent successful upsell of services. Valued 3x greater than the original acquisition cost.

Leading Supermarket Chain (Italy)

23/10/2017

With a five year contract term across 295 supermarkets, the signed contract represents Skyfii's first customer in Italy and replaces a former incumbent provider. Won in partnership with Italian distributor, Telcomms.

HSBC Australia Master Services Agreement

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Announced Post Quarter - 16/01/2018

- Access to full suite of services within Skyfii's 'IO' software as a service (SaaS) platform.
- First customer within the banking and financial market.
- Deployment across Australian branch network on an initial three year term provision.
- Post quarter announcement.

HSBC

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Shaun Bonétt Appointed to Board

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Announced - 22/11/2017

- Founder and CEO of Precision Group, one of Australia and New Zealand's most successful private property investment companies.
- Shaun is a board director and major shareholder in ASX listed company, iSelect.
- Extensive experience in the Banking and Financial sector, particularly with Bank of China.
- Appointment follows a material investment in Skyfii.

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Key User Operating Metrics

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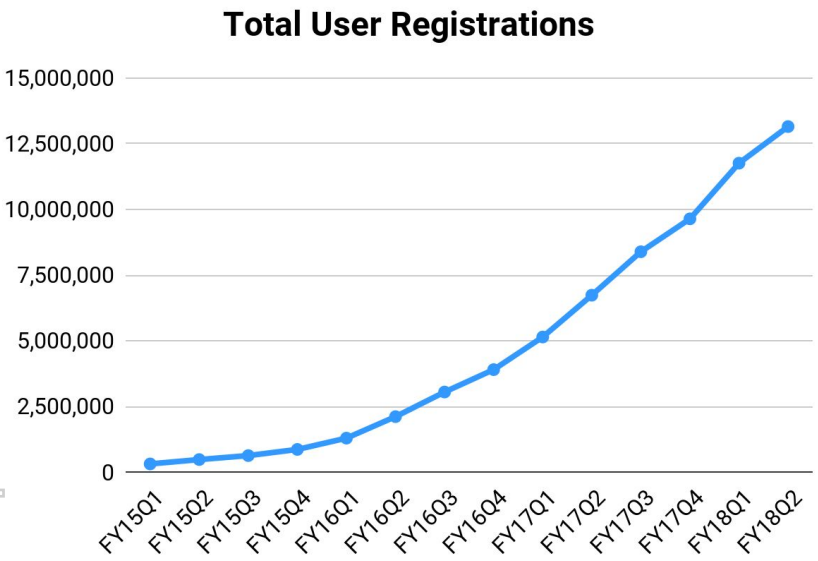

Total registered user base increased by **+11%** qoq from **11.7 million** to **13.1 million** unique users.

Quarterly customer visits increased by **25%** qoq from **165 million** to **206 million.**

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FINANCIAL HIGHLIGHTS

Quarterly Highlights

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Revenues

- The Company's cash receipts from customers for **Q2 FY18 was $1.97m, up 155%** on the previous quarter.
- Revenue from operations for **Q2 FY18 was $1.79 million, up 102%** on the previous quarter.
- Recurring revenues for **Q2 FY18 was $879k, up 38%** on the previous quarter.

Cash Position

- The Company maintained a **strengthened cash position of $2.75m, up from $2.05m** at the end of the previous quarter (30 September 2017).

New Customers

- **New services agreements signed** during the quarter with Aventus Property Group (AUS), a leading Italian Supermarket Chain (Italy) and McArthur Glen Retail Outlet Malls following the **acquisition of Wicoms Wireless** portfolio of customers.

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Total Operating Revenue

Strong Q2 operating revenues a direct result of contracting in the European, UK and Australian markets

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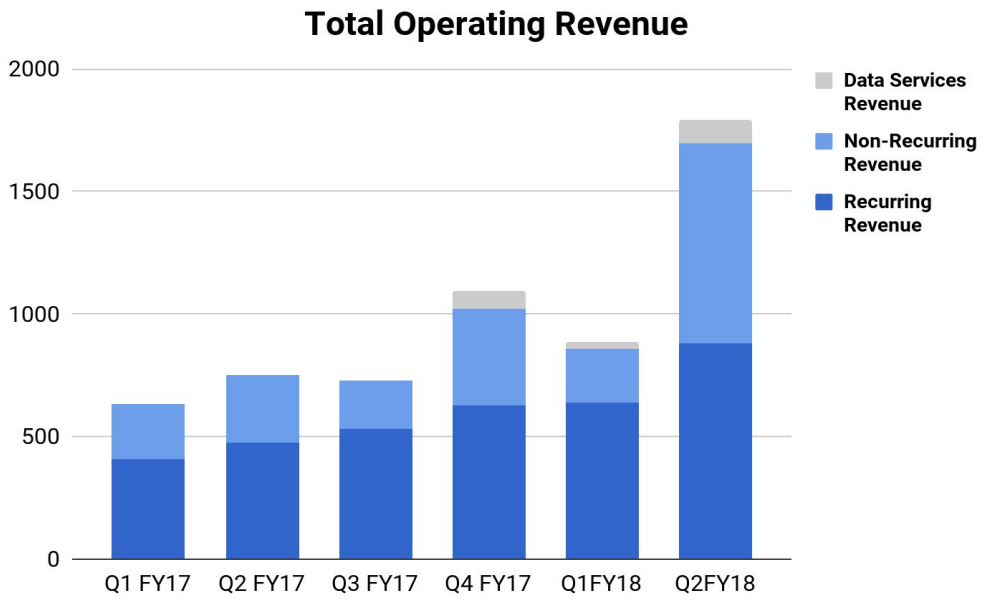

- Total operating revenues at A$1.79m for Q2FY18, representing a 102% increase from the prior quarter.
- Revenue from Data Consultancy Services totalled A$93k, up 336% on the previous quarter.
- Non-recurring revenue totalled A$818k for the quarter, up 366% on the previous quarter.
- Non-recurring revenues are generated from deployment of infrastructure, implementation and upfront setup fees.

* Provisional unaudited

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Quarterly Recurring Revenues

Strong recurring revenue growth from contract conversions during the quarter

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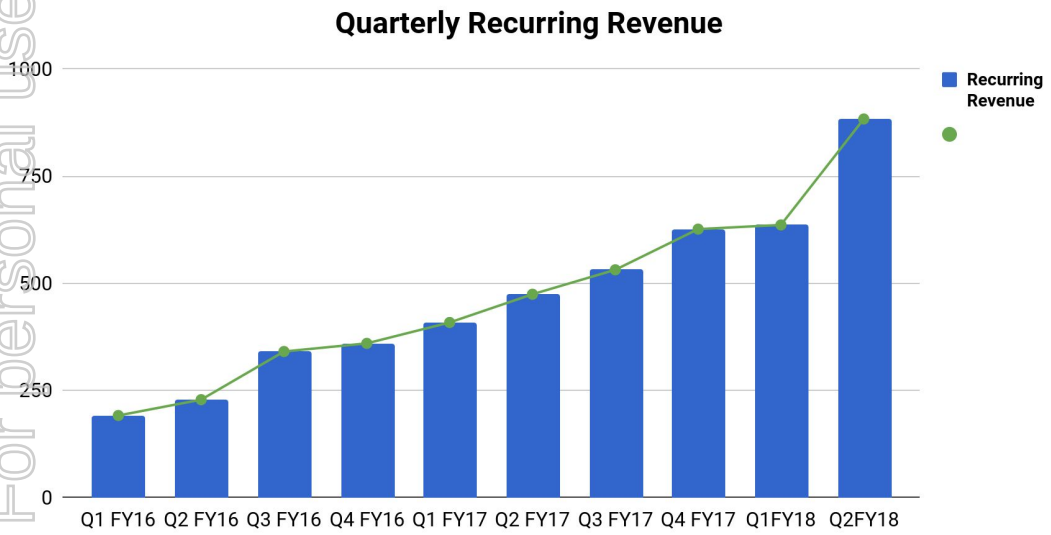

- Recurring revenues of A$879k for Q2FY18, increase of 38% quarter on quarter*.
- Strong growth in recurring revenue from United Kingdom, Europe and Australia.
- Recurring revenues are generated from ongoing subscription fees for access to Skyfii's 'IO' data analytics platform.
- Recurring revenues are typically contracted on 3-5 year terms.

* Provisional unaudited

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1H Exceeded Revenues and Improved EBITDA

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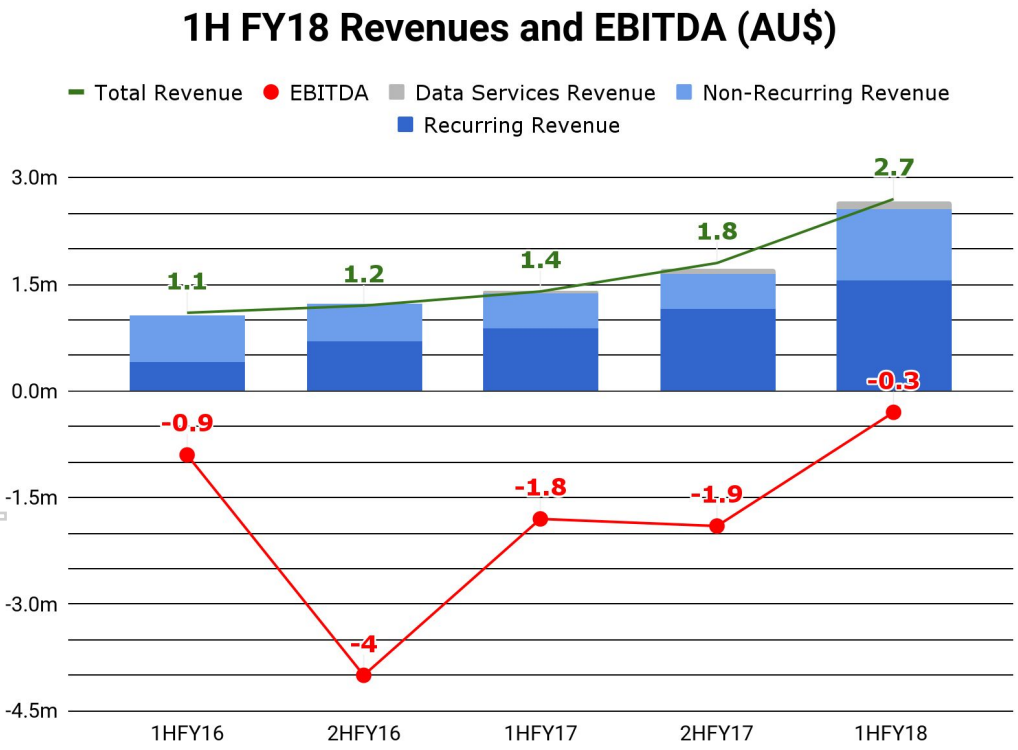

- Forecast Operating revenues exceeded at $2.7 million, representing a 93% increase when compared to 1H FY17.
- EBITDA target of -$360k for 1H FY18 exceeded, approaching a breakeven position of -$300k, representing a 600% improvement on 1H FY2017.

**EBITDA - Earnings before interest, tax, depreciation & amortisation.*

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CAUSELY ACQUISITION

Skyfii Acquires Marketing Services Business Causely

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Introduction to Causely

- Causely is a US-based marketing services business, servicing an existing portfolio of 1,850 revenues generating Small and Medium-sized Enterprise customers (SME).
- Portfolio of customers focuses on retail, gym and church customers, including brands such as Anytime Fitness, Orange Theory and F45.
- Causely provide professional marketing services to its existing customer base, in addition to a loyalty based charitable rewards marketing platform.

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Skyfii Acquires Marketing Services Business Causely

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Transaction Structure

- The acquisition is an all scrip transaction for a consideration of 25 million new ordinary shares, issued at AU$0.14 per share, valuing the acquisition at AU$3.5 million.
- Causely customer contracts will deliver a guaranteed minimum of US$1.625 million in net profit to Skyfii over a three year period, with the opportunity to upsell services to the existing 1,850 venues.
- In the event that Skyfii's share price falls below $0.14 (calculated on a 30 day VWAP), over the period 30th July - 29th August 2018, Skyfii will issue further shares to compensate the Causely investors for the reduction in their portfolio value. Capped at a maximum of 11 million shares.

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Skyfii Acquires Marketing Services Business Causely

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Commercial Strategy

- Complementary strategic fit to further enhance Skyfii's marketing services business unit, aligning with Skyfii's stated plans to expand its global footprint and marketing services team.
- Propels the Company's US pipeline opportunity and provides a highly referenceable North American customer base.
- Acquisition welcomes a high pedigree of investors and associates, with established relationship within the US market.
- Significant opportunity to upsell Causely's existing customer base including Anytime Fitness, Orange Theory and F45.

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STRONG OUTLOOK

Outlook

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- Year to date contracted revenues, per the end of January 2018 stand at $4.8m, a 50% improvement on the FY17 full year result, with five months left before year end.
- Well positioned for significant growth in North America & continued growth in the UK & Europe regions.
- Fast approaching an EBITDA breakeven position.
- Strong foundation for growth in Data Consultancy & Marketing services.
- Opportunity to expand vertical focus and significantly grow North American revenues through Causely acquisition.

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Data . Decision . Delivery