

12th June 2019

## SKYFII SIGNS FIVE YEAR CONTRACT WITH SYDNEY CRICKET GROUND

### Highlights:

- **Five-year contract signed with the Sydney Cricket & Sports Grounds for deployment in the iconic Sydney Cricket Ground**
- **Contract provisions the deployment of Skyfii's SaaS recurring revenue 'IO Platform' services; 'IO Connect' (data collection) and 'IO Insight' (data analytics)**
- **The contract adds to a growing presence in the sporting events and stadium vertical with the recent announcement of a contract with Somerset County Cricket Club (February 2019)**

**SYDNEY, AUSTRALIA, 12th June, 2019** - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce that it has signed a five-year contract with the Sydney Cricket & Sports Grounds for the Sydney Cricket Ground (SCG).

The five-year agreement provisions the deployment of Skyfii's SaaS recurring revenue 'IO Platform' services, including 'IO Connect' (data collection) and 'IO Insight' (data analytics) across the SCG.

As Australia's premier ground for sporting matches, the SCG welcomes more than one million visitors annually. The ground plays host to many widely-broadcasted sporting fixtures across cricket, Australian Rules Football, Soccer, Rugby League and Rugby Union.

Deployment of the IO Platform will provide the SCG with a feature rich captive portal solution to engage with patrons who utilise the available guest WiFi network. In addition, 'IO Insight' will serve as a critical venue management tool to measure patron experience such as visitor frequency, travel patterns throughout the stadium and impact of weather conditions on stadium utilisation. This intelligence will enable SCG's management to make better informed marketing, operational and staffing decisions.

John Rankin, Chief Operating Officer; Skyfii, commented "I am very pleased to welcome the Sydney Cricket Grounds, an internationally recognised and iconic Australian sporting stadium, as a client of Skyfii. With the deployment of Skyfii's services, the Sydney Cricket

**12th June 2019**

Ground will be one of the most technologically advanced stadiums in Australia, setting new benchmarks in the sporting industry.”

The agreement with the Sydney Cricket & Sports Grounds follows on from the contract recently signed with Somerset County Cricket Club in the United Kingdom (announced 5 February 2019). The recent success in the stadium vertical places Skyfii in a strong position to expand into the large addressable sporting events and stadium market globally.

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## **About Skyfii**

Skyfii helps physical venues measure, predict, and influence customer behaviour.

Thousands of shopping centres, airports, retailers, smart cities, universities, restaurants, and other venues, large and small, rely on Skyfii to help improve venue performance and create better experiences for their visitors and customers.

As the world’s most trusted omnidata intelligence company, Skyfii collects and analyses billions of data points each month from venues across five continents.

Our cloud-based software platform, the IO Platform, helps venues visualise trends from digital and physical data in a single system of record. The IO Platform provides location and behaviour based communications software and tools to manage guest Wi-Fi, 2D and 3D cameras, people counting technology, weather and social media data across multiple locations.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering: a team of data science and marketing consultants who help clients effectively gain more value from their data.

Skyfii offers a SaaS cloud-based solution (IO Platform) on a subscription based model, consisting of three core ‘IO’ services:

- IO Connect: a data portal where data is collected (multi-source data collection)
- IO Insight: venue performance, customer behaviour, loyalty & engagement (data analytics)
- IO Engage: targeted content delivery, automated marketing and monetization (marketing tools)

12th June 2019

Skyfii also engages clients to provide further revenue generating services:

- Data Consultancy Services (DS): Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services (MS): Experts in delivering data-driven marketing practices, empowered through the fusion of digital and behavioural data

Learn more at [www.skyfii.com](http://www.skyfii.com)

Follow Skyfii updates at <https://au.linkedin.com/company/skyfii>

## Media

John Rankin  
Chief Operating Officer  
Skyfii  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)  
W: [www.skyfii.com](http://www.skyfii.com)

## Investors

Glen Zurcher  
Account Director  
Investor Relations Department  
P: +61 420 249 299  
E: [glen.zurcher@irdepartment.com.au](mailto:glen.zurcher@irdepartment.com.au)

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