

Skyfii Board Update

SYDNEY, AUSTRALIA, 23 August 2021 - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce the appointment of Kirsty Rankin as non-executive director and John Rankin (no relation to Kirsty Rankin) as executive director, effective 23rd of August 2021. In conjunction with the appointment of Ms Rankin and Mr Rankin, Lincoln Brown has stepped down as a non-executive director of the Company.

Kirsty Rankin is an experienced senior executive in the data driven digital marketing sector. Kirsty was most recently Senior Vice President Product Development, Data and Services for Mastercard, based in New York. Prior to Kirsty's six years at Mastercard, she was joint-CEO of Pinpoint Pty Ltd a leading Asia-Pacific loyalty and marketing company with over 500 employees, 6 regional offices and a range of blue-chip clients that included Qantas, Westpac, Visa, Telstra, Myer, and Citibank. Kirsty is a Member of the Australian Institute of Company Directors and has previous board experience, sitting on the board of the Digital Commerce Alliance (US) and Association for Data Driven Marketing & Advertising (AU). Her wealth of knowledge in the digital marketing sector and global experience including the USA markets provides a unique skill set as Skyfii continues to expand in offshore markets.

John Rankin is Chief Operating Officer of the Company, having joined Skyfii in 2016. John has over 17 years' experience in technology, media, advertising, and property industry, twelve of which were spent in senior and executive leadership positions. Prior to joining Skyfii John worked at GPT Group where he held two director-level positions. Before GPT, John spent five years in the United Kingdom at out-of-home media company, oOh Media, as General Manager. John is a Member of the Australian Institute of Company Directors, a committee member of the Property Council Academy of Australia and holds a Bachelor of Business and an MBA.

Lincoln Brown joined the Board of Skyfii in 2018 part of the Company's acquisition of US based, Causley. Mr Brown brought significant experience in mobile technology, data science and AI/machine learning and has been valuable in expanding the Company's presence in the USA. Lincoln has decided to step down from the board to concentrate on other business interests.

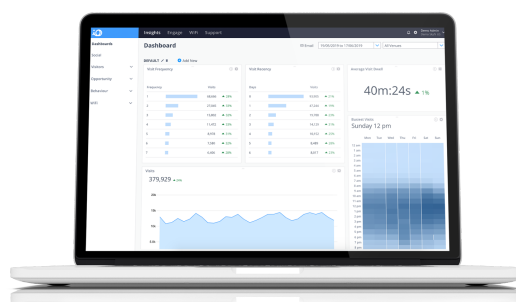
Andrew Johnson, Skyfii Limited's Chairman said "We are delighted to welcome Kirsty and John to the Board of Skyfii. As we continue to grow our business worldwide, these changes to the composition of the Company's Board will ensure we have the right skill set, diversity of experience and corporate governance capabilities to execute on our continuing and successful rate of growth. Kirsty's deep skill set in digital marketing and offshore experience broadens the already wide range of skills and experience exhibited by our current directors. John, as part of the executive leadership team, has vast experience of our business and customers and his inclusion on the Board will ensure we retain the right balance of executive and non-executive experience.

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Lincoln's experience in the fields we operate in and his presence in the USA market has been of great value as the Company has continued to expand our product offering and global footprint. I would like to thank Lincoln for his efforts and wish him well in his future endeavours."

About Skyfii



As the world's most trusted omnidata intelligence company, Skyfii collects, and analyses billions of data points each month from a range of venue types across five continents.

Our SaaS cloud-based solution, the IO Platform, helps venues visualise, measure, predict, and influence customer behaviour, creating better experiences for their visitors and customers.

The IO Platform provides location and behaviour-based communications software and tools to manage Wireless Access Points, 2D and 3D cameras, People Counting sensors, LiDAR, FishEye CCTV cameras and Artificial Intelligence (AI) enabled cameras that monitor passenger, pedestrian, car, bicycle traffic and IoT sensors that detect building, room, desk occupancy and climate monitoring 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 harness more value from their data.

This announcement has been approved by Skyfii Limited's CEO.

Learn more at www.skyfii.io or follow Skyfii updates at <https://au.linkedin.com/company/skyfii>

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