

ASX: SKF | 16 October 2023

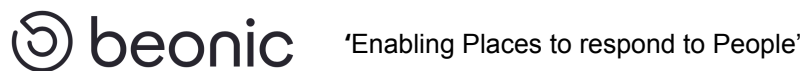
Skyfii to rebrand as Beonic

SYDNEY, AUSTRALIA, 16 October 2023 - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an AI data analytics company, is rebranding to Beonic Limited. This change reflects the Company's transition from a WiFi analytics provider to a data analytics company powered by enhanced AI and machine learning capabilities. This will better communicate our products and services to our global customer base, which has grown from retail mall customers to operators of the largest and busiest venues and transport hubs across the globe.

Beonic, a combination of two concepts, 'BECOME' and 'BIONIC', creates a modern, action-oriented brand name that aligns the company's goal with that of our clients, namely, we bring together the worlds of science, data and technology.

The company has developed a cutting-edge AI-powered platform that collects and analyses extensive data on crowds and spaces. The platform combines this data uniquely, providing invaluable insights for various locations, such as airports, malls, universities, smart cities and many more. With its advanced analytical tools, the Beonic platform suggests actionable recommendations to drive demand, optimise efficiency, enhance performance and improve visitor experience in any setting where people gather, queue, travel, or shop.

The Company's rebranding of its registered trading name from Skyfii Limited (ASX:SKF) to Beonic Limited (ASX:BEO) is subject to shareholder approval at the upcoming Annual General Meeting on 14 November 2023. The trading and business name change is not affected by this requirement.



Antony Karp, Interim CEO, Skyfii, commented: *"This name change reflects the journey this company has been on from its humble beginnings as a Wi-Fi analytics provider. The company has transformed into a leading data analytics powerhouse for venues worldwide. Today, we celebrate this evolution and warmly welcome our new identity: Beonic. This brand better reflects our innovation-driven spirit, transformational growth and dedication to enhancing experiences in physical spaces."*

"Our new name, Beonic, is a testament to our future-focused vision. It symbolises our growth and unwavering commitment to delivering data solutions that enable our customers to leverage demand for their assets. As we adopt this new identity, our core values remain unchanged. We remain deeply rooted in our mission of understanding and enhancing 'Places responding to People,' a commitment that begins with our invaluable customers and dedicated global teams. Looking ahead, I am filled with immense optimism and excitement for the journey that awaits us as Beonic."

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About Skyfii

Skyfii helps organisations activate the power of their data through technology & human ingenuity, to find new ways to optimise the spaces where we live, work, shop, travel & play.

Skyfii's IO platform unifies your data points one proprietary platform to give you the in needed to solve the complex challenges of present and future.

We ingest data from a diverse range of technologies including WiFi, Camera, People counting, LiDAR, CCTV and IoT devices. We combine these datasets with contextual data like weather, retail sales and sociodemographic to improve operational performance for retailers, airports, stadiums, smart cities and other public and commercial venues.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering:

A team of data science and digital marketing consultants who help our clients harness more value from their data.



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

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

Media

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