

ASX: SKF | 8 November 2023

Chief Executive Officer Appointment

SYDNEY, AUSTRALIA, 8 November 2023 - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an AI data intelligence company, is pleased to announce the appointment of Billy Tucker as Chief Executive Officer and Executive Director of Skyfii.

Billy is an experienced leader and transformation specialist with a career spanning over 20 years across the technology, startup, private and listed company sector. Billy was most recently CEO of marketplace business Oneflare. Oneflare saw a threefold growth in revenues before being sold to Airtasker (ASX:ART) late in 2022. Prior to Oneflare, Billy spent almost a decade as a global executive in product and corporate development roles within Microsoft before leaving to build startup Cudo, which he ran as Founder and CEO. Billy has also served as a long-term advisor to Kmart and other retailers as well as working with QBE and American Express to build and integrate digital ventures.

Billy will commence as CEO from 13 November 2023 replacing interim CEO, Tony Karp.



Skyfii Chair, Bob Alexander commented: "Skyfii conducted an extensive search for our next CEO and we were encouraged by the calibre and experience of the candidates. Billy displays the leadership and transformation skills that we believe will allow Skyfii to unlock the latent growth potential we see in our business via the execution of our strategic initiatives and the streamlining of our cost profile. Billy brings a wealth of experience to Skyfii through his successful career in leading global technology companies as well as a range of startups and growth focussed companies. I am exceptionally positive about Billy's potential to lead Skyfii successfully through its next stage of growth."

On behalf of the board, I would also like to take this opportunity to thank Tony Karp during his interim CEO tenure and what he has been able to achieve in that time. We wish him well for the future."

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Billy Tucker, incoming CEO of Skyfii said: "Skyfii presents an exciting opportunity, and it is a privilege to be appointed CEO of the Company. With industry leading LiDAR technology, a dominant position in the airport vertical and a truly global presence, Skyfii has a robust platform for significant growth. I am looking forward to utilising my skills honed across two decades of experience in the technology sector to drive global growth and deliver Skyfii into a position of meaningful and sustainable cash flow generation."

Summary of Key Terms of Billy Tuckers Agreement

Commencement Date	13 November 2023
Total Fixed Remuneration (TFR)	\$440,000 per annum including superannuation
Short Term Incentive Plan (STI)	50% TFR (25% payable in cash & 75% equity) with targets to be agreed
Long term Incentive Plan (LTI)	50% TFR (100% equity) with targets to be agreed
Other Benefits	None
Termination	6 month notice period

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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>

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