

## **SKYFII LIMITED**

*Harnessing big data to help drive customer loyalty and sales.*

**ASX: SKF**

118 Devonshire Street SYDNEY NSW 2010 AUSTRALIA

**T** +61 2 8188 1188

**W** [www.skyfii.com](http://www.skyfii.com)

**ABN** 91 165 152 241



## **ASX ANNOUNCEMENT/MEDIA RELEASE**

**21 November 2014**

### **SKYFII TO LIST ON ASX TODAY AFTER OVERSUBSCRIBED NEW LISTING OFFER**

#### **Highlights**

- **Data and technology Company SkyFii Ltd to list on ASX today, 21 November, after oversubscribed \$3.5m new listing Offer.**
- **SkyFii is a retail-focused technology company that captures and analyses Big-Data to drive customer loyalty and sales.**
- **Proceeds of the Offer will be used to accelerate the Company's growth plans.**
- **Strong pipeline of existing and prospective clients - target clients include major retail property groups, major venues such as airports, and other retail outlets.**
- **First mover advantage in Australia and a growing footprint in international markets, including South Africa, Indonesia and Brazil.**
- **High calibre board and management with specific expertise in technology commercialisation, operations and business growth.**

Data and technology Company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it will list on the ASX today, after its \$3.5 million ASX listing Offer (Offer) closed oversubscribed amidst strong investor demand.

The strong demand from investors is a reflection of the major growth potential of SkyFii's unique retail focused Big-Data offering.

The SkyFii Offer opened on October 17 and successfully raised the maximum subscription amount of \$3.5 million, via the issue of 17.5 million shares at 20c each, in a short two week offer period. The minimum subscription amount was \$2.5 million.

On listing the Company will have a tight capital structure, with 100 million shares on issue, and a market capitalisation of \$20 million.

SkyFii is a data and technology company that captures, analyses and utilises Big-Data to drive customer loyalty and sales. The in-store data gathering capability of its proprietary technology platform allows centre managers and retailers to drive operational strategy (marketing, sales, merchandising, infrastructure and staffing, plus rent and leasing policies) by providing insight into physical in-store customer habits and patterns.

For the consumer, SkyFii utilises the real-time customer behaviour captured in retail environments (eg; location information and customer profiles) to deliver targeted real-time content (advertising and marketing) to customers. This real-time, location specific advertising is referred to as hyper-local advertising.

SkyFii is an established, revenue generating business, with a strong pipeline of existing and prospective clients. Its target clients include major retail property groups, major venues such as airports, and other retail outlets.

SkyFii has first mover advantage in Australia, and also has a growing footprint in international markets, including South Africa, Indonesia and Brazil.

The proceeds of the Offer will be used to accelerate the Company's growth plans.

Commenting on the successful Offer and listing SkyFii CEO Mr Wayne Arthur said:

*"We are delighted with the level of investor support for our Offer, and I would like to thank everyone involved in the listing process and our shareholders for their efforts in achieving a successful ASX listing. We now look forward to executing our business plans without delay, to position SkyFii as the leading provider of Big-Data services, and to deliver value for our shareholders. This will include growing our client portfolio as well as expanding our product and service offering, and we look forward to providing updates on our progress in due course."*

SkyFii has a highly credentialed board, which comprises; CEO and co-founder Wayne Arthur, who has global experience in media sales and advertising; Chairman Gary Flowers, former CEO of Australian Rugby Union; and Non-executive Directors James Scott, Group Executive Director of Seven Group Holdings, Andrew Johnson, former Telstra executive instrumental in establishment of Bigpond for Telstra, Chris Taylor, NBC's Vice President of International Television and Anthony Dunlop, a former ABN AMRO corporate finance executive.

ENDS

**For further information, please contact:**

**Wayne Arthur**  
**MANAGING DIRECTOR**  
**E** wayne@skyfii.com  
**M** +61 410 600 145

**Ian Robinson**  
**SALES DIRECTOR**  
**E** ian@skyfii.com  
**M** +61 422 755 129

**Media and Investor Inquiries**

James Moses  
Media and Investor Relations  
Mandate Corporate  
T: +61 420 991 574  
E: james@mandatecorporate.com.au

**ABOUT SKYFII**

SkyFii is an innovative media and technology company that harnesses the power of Wi-Fi technology to keep the mobile generation connected for free. We build, manage and monetise free public Wi-Fi by creating an engaging content channel for advertisers and by analysing customer data to assist retailers to make smarter business decisions.

Our networks are powered by a bespoke technology and commercial solution that gives people access to the internet for free, provides venues a valuable service to offer their customers, and gives brands and venues a powerful tool to understand and engage with consumers.