
SKYFII LIMITED

Harnessing big data to help drive customer loyalty and sales.

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**ASX ANNOUNCEMENT/MEDIA RELEASE****21 November 2014****SKYFII ENTERS INTO JOINT VENTURE AGREEMENT TO ESTABLISH SKYFII INDONESIA**

Data and technology Company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a Joint Venture Agreement (Agreement) with PT Skyfindo Integrasi Media (SIM) to establish SkyFii Indonesia.

Under the Agreement, SkyFii (via wholly owned SkyFii subsidiary, SkyFii International Pty Ltd) and SIM will work together to establish a joint venture company, to be called SkyFii Indonesia, to facilitate the roll-out of SkyFii's unique Big-Data services offering in Indonesia.

SkyFii Indonesia will held in a 50:50 joint venture by SkyFii and SIM, and its establishment and operation will be joint funded by both parties.

SIM is a specific purpose vehicle established to facilitate the SkyFii Indonesia joint venture. Those behind SIM have significant expertise and experience in advertising and marketing in Indonesia, and control two of Indonesia's largest outdoor advertising groups; Rainbow Asia Posters and Eye Corp Indonesia.

It is proposed that SkyFii will license its proprietary IP and technology platform to SkyFii Indonesia, and SkyFii Indonesia will be responsible for commercialising the licensed IP in the Republic of Indonesia. The parties will also implement a cooperation agreement which will establish key performance indicators for the joint venture company.

SkyFii CEO Mr Wayne Arthur said:

"We are delighted to have entered into this agreement with our Indonesian partners to establish SkyFii and our market leading Big-Data service offerings in Indonesia. Having listed on the ASX today, we are committed to rolling-out our business plans without delay, and this includes growing our footprint in major international markets. With Indonesia having a vast population with a strong appetite and acceptance of free WiFi services, we see our expansion into the country as a natural fit for the Company."

SkyFii listed on the ASX today, after an oversubscribed \$3.5 million ASX listing Offer.

SkyFii is a data and technology company that captures, analyses and utilises Big-Data to drive customer loyalty and sales. It 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.

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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.

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