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## SKYFII LIMITED

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

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## ASX ANNOUNCEMENT/MEDIA RELEASE

20<sup>th</sup> January 2015

### SKYFII ENTERS RE-SELLER AGREEMENT WITH MNET MOBILE

#### Key points

- **SkyFii has entered into a re-seller agreement with Mnet Mobile for Mnet to market SkyFii's data analytics services in Australia and New Zealand.**
- **Under the agreement Mnet will seek to identify new customers for SkyFii's Wi-Fi driven data analytics and content delivery services.**
- **Mnet is Australia's leading full-service mobile agency with an extensive client base of major brands and companies.**
- **The agreement provides SkyFii the opportunity to expand its new business footprint via Mnet's client base.**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a re-seller agreement with Mnet Mobile Pty Ltd (Mnet) for Mnet to market SkyFii's data analytics services in Australia and New Zealand.

This is a significant agreement for SkyFii, which provides the Company with the opportunity to materially expand its new business footprint via Mnet's extensive client base which includes major brands and companies such as Kia, Hyundai, Kmart, Target, Coles, Bunnings Warehouse and McDonalds.

Mnet is a subsidiary of the IPG Mediabrands group and is Australia's leading full-service mobile agency. Under the terms of the re-seller agreement, Mnet will;

- Identify potential new customers for SkyFii's Wi-Fi driven data analytics and content delivery services;
- Promote SkyFii's services to prospective customers with a view to the prospective customers entering in a Supply Agreement;
- Manage customer relationships, and facilitate communication between SkyFii and prospective customers.
- Help clients integrate SkyFii's data with their own analytics projects and augment customer CRM profiles

The re-seller agreement covers the territories of Australia and New Zealand, and is for a period of one year, with ongoing automatic extensions of a further one year on each anniversary of the commencement of the agreement.

SkyFii's data analytics service captures, analyses and utilises Big-Data to drive customer loyalty and sales.

SkyFii is delighted to enter into this re-seller agreement with Mnet and the opportunity to work in partnership with Mnet to grow SkyFii's new business customer base for its Big-Data based services.

Since completing a successful listing on the ASX in November 2014, SkyFii has established a growing new-business pipeline of major retail property groups, major venues and other retail outlets in Australia and internationally. It has also grown its subscriber base for its WiFi-driven data services to in excess of 300,000.

SkyFii CEO Mr Wayne Arthur said:

*"We are excited to enter into the re-seller agreement with Mnet Mobile and the opportunity to work with them to help expand SkyFii's new business footprint for our unique WiFi-driven data services. As the recognised leader in providing full-service mobile solutions, Mnet is the ideal partner for SkyFii, and we look forward to a mutually beneficial partnership and to expanding the presence and availability of our fast and efficient WiFi services and targeted content delivery services."*

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### **ABOUT SKYFII**

SkyFii is an innovative data services company that captures, stores and analyses behavioural data through technologies such as WiFi. 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.

### **About Mnet Mobile**

Mnet Mobile is Australia's leading mobile solutions specialist with capabilities ranging from strategic advice to application and website development, mobile media transacting, analytics, commerce and content. Mnet's work is highly regarded by the industry having been awarded 26 times in 2014 both locally and globally. Mnet's prestigious wins include "Best In Show" for the Mobile Marketing Associations APAC Awards a Global Smarties Award, Three Spikes, Two Media Federation Awards, "Best In Show" at the Locus Outdoor Innovation Awards, an iAward for technology innovation and three Australian Mobile and App Design Awards.