

## **SKYFII LIMITED**

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

**ASX: SKF**

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## **ASX ANNOUNCEMENT/MEDIA RELEASE**

**31 January 2015**

### **COMMENTARY ON APPENDIX 4C – DECEMBER 2014 QUARTER**

#### **Key points**

- **SkyFii successfully lists on ASX on 20 November 2014 - \$3.5 million capital raising heavily oversubscribed.**
- **Appointment of strong, multi-disciplined Board and Management Team.**
- **Growing pipeline of high quality small, medium and large customers – significant commercial transactions announced with Mnet Mobile and others.**
- **SkyFii has delivered its services to an additional five (5) retail malls during past quarter, with new malls located within NSW, QLD, VIC and Auckland, New Zealand**
- **Targeting expansion to deliver services to 15+ additional shopping malls by June 30<sup>th</sup> 2015**
- **SkyFii drive for first-mover advantage within Australia, New Zealand, Brazil, Indonesia and South Africa proceeding well – further significant commercial transactions in advanced stages of negotiation.**
- **SkyFii enabled networks currently attract a unique user base of over 450,000 and targeting expansion to 1 Million by December 2016**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) today releases its maiden Appendix 4C Report, following the listing of the Company through RKS Consolidated Ltd on 20 November 2014. The listing was underpinned by a heavily oversubscribed \$3.5 million capital raising and the Company is now well positioned to roll out its domestic business plan and expand into targeted overseas markets; South Africa, Indonesia and Brazil.

One-off costs attendant to the listing of SkyFii and capital raising have been taken up in the Appendix 4C Report released today. Additionally, during the quarter to 31 December the Company booked significant project pre-payments against customer payments received subsequent to the end of the Quarter. Normalised quarterly cashflow reporting will commence in the March 2015 Appendix 4C Report.



SkyFii CEO Mr Wayne Arthur said:

*"The listing of SkyFii on ASX in the December quarter represented the culmination of a major effort by both the SkyFii and RKS teams. SkyFii is now rapidly advancing the commercialisation of its relationships with key customers, including some of Australia's largest, best known retail and telecommunications groups. In parallel with rollout of the domestic business model, expansion opportunities have been identified in South Africa, Indonesia and Brazil. An active programme to capture these opportunities is underway. The Board looks forward to reporting positive progress on these initiatives – both domestic and overseas - in the near future"*

ENDS

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**ABOUT SKYFII**

SkyFii is an innovative data services company that captures, stores and analyses customer 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 proprietary cloud-based technology and commercial solution that gives people access to the internet for free, provides venues a valuable service to offer their customers, and gives advertisers and venue partners a powerful tool to understand and engage with consumers.