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**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

**ABN** 91 165 152 241

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**ASX ANNOUNCEMENT/MEDIA RELEASE****9<sup>th</sup> February 2015****SKYFII SIGNS SUPPLY AGREEMENT WITH OPTUS BUSINESS**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a Supply Agreement with Optus Business for the provision of data analytics services.

The Sub-contractor Agreement is a binding agreement between SkyFii and Optus Business for the two parties to install and manage SkyFii's unique Wi-Fi driven data analytics and content delivery services.

SkyFii's data analytics services captures, analyses and utilises information to drive customer loyalty and sales.

The Sub-contractor Agreement is a pre-cursor to a full Master Services Agreement between SkyFii and Optus Business, which is currently being negotiated.

The Company's business model for the data analytics component of its business is to seek to enter into long term contracts with shopping centres, retail outlets and other venues for the provision of its data analytics and content delivery services. These contracts would deliver significant recurring revenue - typically payable monthly, on a per-centre (or per-retailer or venue) basis over the term of the contract.

ENDS

**For further information, please contact:**

**Wayne Arthur**

**CHIEF EXECUTIVE OFFICER**

**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 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.



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