

## 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** 20 009 264 699



## ASX ANNOUNCEMENT/MEDIA RELEASE

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### SKYFII SIGNS SERVICES CONTRACT WITH NEW ZEALAND RETAIL PROPERTY GROUP

#### Key points:

- SkyFii has signed a Master Services Agreement (MSA) for the provision of its data analytics and guest Wi-Fi services to New Zealand Retail Property Group (NZRPG).
- NZRPG is New Zealand's largest privately owned retail development, investment and management company.
- The initial service contract is for the delivery of services at the Milford Shopping Centre in Auckland.
- NZRPG intends to roll-out SkyFii's Wi-Fi driven analytics and content delivery platform services across their entire New Zealand retail centre portfolio in due course.

Data services company SkyFii Limited (ASX: SKF) (**SkyFii**, the **Company**) is pleased to announce that it has executed a Master Services Agreement (MSA) with New Zealand Retail Property Group (**NZRPG**) to provide its unique data analytics and guest Wi-Fi services.

NZRPG is the largest privately owned retail development, investment and management company in New Zealand. **Along with the Milford Centre, the company operates retail centres at Westgate (Waitakere), Highbury (North Shore) and Fraser Cove (Tauranga).**

The agreement with NZRPG represents a major commercial contract, and is the first major contract announcement for SkyFii within the New Zealand market. The contract is for an initial period of 3 years.

Under the terms of the agreement, SkyFii will deliver its Wi-Fi driven data analytics and content delivery services at NZRPG's Milford Centre, in Auckland. The provisioning of services at Milford Centre is expected to be completed by 23<sup>rd</sup> February 2015. It is then the intention of SkyFii and NZRPG to progressively roll-out SkyFii's services across NZRPG's entire New Zealand retail centre portfolio.

The Milford Centre is positioned as a prestigious retail centre on Auckland's North Shore. It has a total of 53 tenancies, including a high-end fashion component supported by a number of larger anchor stores, as well as a significant mall space. A residential addition is also planned which will see up to 235 apartments constructed around the mall complex. These represent additional client targets for SkyFii services.

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

The Company's business model for the data analytics component of its business is to seek to enter into long term contracts with major retail groups, retail outlets, QSR 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.

SkyFii CEO Mr Wayne Arthur said:

*"We are extremely pleased to enter into this significant commercial agreement with New Zealand Retail Property Group. As New Zealand's largest privately owned retail property group, NZRPG represents a significant new client for SkyFii, and represents a landmark contract which will entrench SkyFii in the New Zealand market."*

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**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.

**About New Zealand Retail Property Group**

New Zealand Retail Property Group (NZRPG) is the largest privately owned retail development, investment and management company in New Zealand. It operates a number of major retail centres, including; the **Milford Centre** in Auckland, **Westgate** in Waitakere, **Highbury** on Auckland's North Shore and **Fraser Cove** in Tauranga.

NZRPG also has a number of projects either under construction or in the planning and consent stages, as well as an extensive refurbishment program in progress.