

## SKYFII LIMITED

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

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## ASX ANNOUNCEMENT/MEDIA RELEASE

**13 February 2015**

### **SKYFII AWARDED CONTRACT TO ROLL-OUT WIRELESS NETWORK SERVICES AT MLC CENTRE IN SYDNEY**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has been awarded a contract to provide its wireless network services to the MLC Centre in Sydney's CBD.

The agreement represents another significant milestone for SkyFii, further demonstrating the execution of its business plan.

Under the agreement, SkyFii will install and manage WiFi services at the MLC Centre, and will provide a free and reliable wireless service within all public spaces at the MLC Centre.

The wireless network went 'live' at the MLC Centre on 9 February 2015, offering an easily accessible WiFi service for customers and tenants of the centre.

The MLC Centre is one of Sydney's major office tower complexes, and includes a 67-floor office tower and a retail precinct with 55 different outlets. The building also houses the Theatre Royal, which is one of Sydney's major theatre venues.

The MLC Centre draws a significant number of visitors every month, this agreement will benefit both a significant number of customers and tenants alongside SkyFii's Big-Data based services.

The agreement with the MLC Centre also represents a strengthening of SkyFii's relationship with leading Australian property trust, The GPT Group, which jointly owns the MLC Centre with Queensland Investment Corporation.

SkyFii is delighted with the progress it has achieved since its ASX listing on 21 November 2014. In addition to its agreement with the MLC Centre, it has established a growing new-business pipeline of major retail property groups, major venues such as airports, 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 360,000.

SkyFii CEO Mr Wayne Arthur said:

*"We are delighted to have been awarded this contract to provide our Wireless network services to the MLC Centre. We look forward to offering visitors to the MLC Centre an enhanced WiFi user experience via SkyFii's fast and efficient WiFi service alongside a major potential new source of customers. The agreement also sees us further enhance our relationship with The GPT Group. We look forward to providing details of further new business contracts and network roll-outs in due course."*

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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.