

## **SKYFII LIMITED**

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

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## **ASX ANNOUNCEMENT/MEDIA RELEASE**

**16 March 2015**

### **APPOINTMENT OF NEW CHIEF FINANCIAL OFFICER**

Data services company SkyFii Limited (ASX:SKF) (SkyFii, the Company) is pleased to announce that it has appointed Brone Roze as the Chief Financial Officer for the company from 16 March 2015.

Brone joins SkyFii from ASX listed Freelancer Limited, the world's largest freelancing and crowdsourcing marketplace, where his most recent role was as Vice President of Finance. Brone was instrumental in Freelancer's successful ASX listing in 2013, led the company's corporate development and acquisition activities and investor relations.

Prior to Freelancer, Brone was Associate Director, Mergers & Acquisitions at KPMG Corporate Finance where he was responsible for the project management and coordination in the execution of a number of public market and private treaty transactions as well as strategic and corporate advisory engagements.

SkyFii CEO Mr Wayne Arthur said:

"We welcome Brone to the management team as SkyFii is poised for its next phase of growth. Brone's broad range of experience will complement the executive team and I look forward to his significant input to the growth and development of SkyFii."

Brone holds a Bachelor of Commerce majoring in Finance and a Bachelor of Laws from the University of New South Wales, and holds a Master of Laws from the University of Sydney.

**ENDS**

**For further information, please contact:**

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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.