

## **SKYFII LIMITED**

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

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## **ASX ANNOUNCEMENT/MEDIA RELEASE**

**24th March 2015**

### **SKYFII SIGNS TWO NEW RE-SELLER AGREEMENTS**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into two new re-seller agreements to market SkyFii's data analytics and guest Wi-Fi services.

The agreements are with leading New Zealand-based IT networking and systems infrastructure group, Select IT, and Thailand-based cloud and digital technology company GoPomelo. Both agreements provide SkyFii the opportunity to substantially expand its new business footprint for its Big-Data based services in significant new markets.

#### **Select IT**

SkyFii is delighted to enter into the re-seller agreement with Select IT. It comes after the parties' successful collaboration on SkyFii's recently announced Master Services Agreement with New Zealand Retail Property Group for the provision of SkyFii's unique data analytics and guest Wi-Fi services (ASX announcement, 11 February 2015).

Select IT is an IT consulting group with specific expertise in networking and systems infrastructure for businesses and organisations across all industries and sizes.

It has more than 60 years of collective technical experience and specialises in the design, procurement, installation, configuration and maintenance of Information Technology infrastructure, utilising market leading brands including HP, Avaya, Cisco, Aruba Networks and Citrix Systems among others.

The Select IT re-seller agreement covers New Zealand, and is for a period of one year, with ongoing automatic extensions of a further one year on each anniversary of the commencement of the agreement.

#### **GoPomelo**

GoPomelo provides customers with solutions to make end users and IT teams more productive, while also improving security and reliability in a cost efficient manner.

It was established in 2008 and has a diverse client base in Thailand and South East Asia. These include Thai oil and gas services company JST Group, Boots pharmacies, Centara Hotels and Resorts and supermarket chain Tesco Lotus. GoPomelo is also a Google re-seller in Thailand.

The GoPomelo re-seller agreement covers Thailand and South East Asia, and is for a period of one year, with ongoing automatic extensions of a further one year on each anniversary of the commencement of the agreement.

**Under the terms of the re-seller agreements, Select IT and GoPomelo will, independently;**

- Identify potential new customers for SkyFii's Wi-Fi driven data analytics, guest Wi-Fi and content delivery services;
- Promote SkyFii's services to prospective customers with a view to entering into a supply agreement with prospective customers;
- Manage customer relationships, and facilitate communication between SkyFii and prospective customers;
- Help clients integrate SkyFii's data with their own analytics projects and augment customer CRM profiles.

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

The Company's business model for the data analytics component of its business is to enter into long term contracts with shopping centres, retail outlets and other public venues for the provision of its data analytics and content delivery services. These contracts deliver significant recurring revenue - typically payable monthly, on a per-centre (or per-retailer or venue) basis over a 3 to 5 year term.

SkyFii CEO Mr Wayne Arthur said:

*"We are very pleased to enter into these new re-seller agreements with Select IT and GoPomelo. With a significant presence and depth of expertise in their respective markets, both groups represent strong partners for SkyFii and we look forward to working in a collaborative manner with them to continue to grow SkyFii's new business footprint for our unique data services solution."*

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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 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.