

SKYFII LIMITED

Harnessing big data to help drive customer loyalty and sales.

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SKYFII SELECTED AS PREFERRED PARTNER FOR MAJOR BRAZILIAN SHOPPING CENTRE GROUP

Key points

- SkyFii selected as Preferred Partner for data analytics services to major Brazilian shopping centre group, Iguatemi.
- Iguatemi is one of Brazil's leading shopping centre groups with investments in 17 shopping centres and a total Gross Leasing Area of ~660,500m².
- SkyFii has installed its unique Wi-Fi driven data analytics and content delivery services at Iguatemi's Market Place centre, in São Paulo under an initial contract term of 5 years (60 months)
- Subject to the success of the Market Place project, the parties plan to enter into an agreement for SkyFii's data services across all Iguatemi's shopping centres.

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has been selected as the Preferred Partner for the provision of data analytics services to major Brazilian shopping centre group, Iguatemi Empresa de Shopping Centers S.A. (Iguatemi).

SkyFii was selected as the Preferred Partner by Iguatemi after being the successful candidate in a competitive tender process, which included a number of international Wi-Fi driven data services providers. This represents a significant achievement for SkyFii in the execution of its international business plan, as Brazil is one of its priority target markets and Iguatemi is one of Brazil's most recognised and established shopping centre groups.

Iguatemi is listed on the São Paulo stock exchange (Stock Code: IGTA3) and is one of Brazil's leading full-service companies in the shopping centre industry. It has investments in 17 shopping centres (16 malls and one premium outlet) and three commercial towers, which, in total, provide a Gross Leasing Area (GLA) of approximately 660,500 square metres.

Under the terms of the Preferred Partner agreement with Iguatemi, SkyFii will now install and manage its unique Wi-Fi driven data analytics and content delivery services at Market Place, in São Paulo. SkyFii's data analytics services captures, analyses and utilises Big-Data to drive customer loyalty and sales.

SkyFii and Iguatemi have entered into an initial 60-month contract for Market Place, which is scheduled to commence in May 2015.

Subject to the successful implementation and operation of the Market Place project, it is proposed that SkyFii and Iguatemi will enter into a large scale agreement for the roll-out of SkyFii's data services across all Iguatemi's shopping centres.

The opportunity to partner with Iguatemi provides SkyFii with access to a major new potential customer base in a major international growth market. Iguatemi's shopping centres are aimed at the upper and upper-middle-income population segments, and are located in Brazil's most developed commercial areas and in the country's main cities.

SkyFii CEO Mr Wayne Arthur said:

"We are extremely excited to have been selected as Preferred Partner by Iguatemi and for the opportunity to provide our unique Wi-Fi-driven data services throughout their shopping centre portfolio. Brazil is a major target market for the Company and Iguatemi represents the ideal partner for SkyFii. They have a major footprint in the shopping centre sector in Brazil and their brand is highly visible and recognisable for its high quality. Our experienced team in Brazil have done a fantastic job in developing this relationship. We now look forward to delivering our market-leading data analytics at Market Place and providing the centre's customers with an enhanced retail experience."

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ABOUT IGUATEMI

Iguatemi is one of the largest full-service companies in the Brazilian shopping mall sector. Its activities cover the full range of the business, from conception, through planning, to development and management of regional shopping malls, premium outlets and also mixed-use real estate complexes including developments such as office towers. Iguatemi has equity holdings in 17 shopping centres (16 malls and one premium outlet) and 3 office towers, with total GLA of 660,500m², in which its owned GLA, based on its equity interests, is 425,200m². Additionally, it currently has two greenfield premium outlet projects, 3 expansions, and 1 office tower in development. Its shares are traded on the Novo Mercado of the São Paulo Stock Exchange (BM&FBovespa), under the code IGTA3.

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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