

## **SKYFII LIMITED**

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

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## **ASX ANNOUNCEMENT/MEDIA RELEASE**

**17 June 2015**

### **SKYFII SIGNS MASTER SERVICES AGREEMENT WITH THE GPT GROUP**

#### **Key points**

- **MSA to govern the roll-out of SkyFii's Guest WiFi and analytics services to The GPT Group's retail and office property assets.**
- **SkyFii already 'live' in two GPT retail centres – MLC Centre & Rouse Hill Town Centre.**
- **Company has also entered into a services contract to roll-out its services at two additional GPT properties – Melbourne Central & Casuarina Square.**

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a Master Services Agreement (MSA) with The GPT Group (GPT) for the roll-out of SkyFii's wireless network and analytics services across GPT's portfolio of retail assets.

GPT is one of Australia's leading shopping centre owners and managers, with 16 retail shopping centre properties across Australia and a \$9.4 billion portfolio of high quality retail, office and logistics property assets.

The MSA will govern the terms associated with the installation and provision of SkyFii's wireless network services including its core guest WiFi and analytics products across GPT's Australian portfolio of retail and selected office assets.

The MSA represents a significant milestone for SkyFii, and further demonstrates the ongoing execution of the Company's business model and value proposition.

The MSA comes off the back of the successful roll-out of SkyFii's services at two GPT retail properties; MLC Centre in Sydney's CBD (ASX announcement, 13 February 2015) and Rouse Hill Town Centre, which commenced in August 2014.

SkyFii views the execution of the MSA with GPT as a strengthening of the relationship between the groups, and as validation of the high level of service delivery provided by SkyFii at the MLC Centre and Rouse Hill Town Centre.

#### **Roll-out in two new GPT properties**

SkyFii is also pleased to advise that in addition to executing the MSA with GPT, it has entered into services contracts to roll-out its services at two additional GPT retail properties; Melbourne Central in the Melbourne CBD and Casuarina Square located in Darwin, Northern Territory.

Melbourne Central is a landmark office and retail property, which houses more than 300 retailers over two city blocks directly above the high foot traffic Melbourne Central train station. Casuarina Square is Darwin's premier shopping precinct and includes more 190 tenancies.

SkyFii continues to expand its new-business pipeline of major retail property groups, major venues and retailers in Australia and internationally. It has also grown the subscriber base for its WiFi-driven data services to in excess of 820,000 unique users, representing 35% growth in the 2015 calendar year to date.

SkyFii CEO Mr Wayne Arthur said:

*"The GPT Group was one of SkyFii's earliest partners and we are extremely proud to enter into this Master Services Agreement and to be able to expand our relationship with the group. We look forward to offering GPT and its customers an enhanced WiFi user experience for years to come."*

ENDS

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#### **ABOUT SKYFII**

SkyFii is an innovative data services company which captures, stores and analyses behavioural data through technologies such as WiFi. We build, manage and monetise public Wi-Fi networks 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, provides venues a valuable service to offer their customers, and gives brands and venues a powerful tool to understand and engage with consumers.