

## SKYFII LIMITED

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

**ASX: SKF**

118 Devonshire Street SYDNEY NSW 2010 AUSTRALIA

**T** +61 2 8188 1188

**W** www.skyfii.com

**ABN** 20 009 264 699



## ASX ANNOUNCEMENT/MEDIA RELEASE

22<sup>nd</sup> June 2015

### SKYFII COMMENCES SERVICES ROLL-OUT TO MAJOR BRAZILIAN SHOPPING CENTRE GROUP

#### Key points

- SkyFii has commenced roll-out of its WiFi services across Iguatemi's Brazilian shopping centre portfolio.
- Iguatemi is one of Brazil's leading shopping centre groups with investments in 17 centres.
- SkyFii is now 'live' in three Iguatemi retail centres and roll-out in two more properties is underway.
- Company anticipates the progressive roll-out of its services across other Iguatemi centres in coming months.

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has commenced the roll-out of its services to major Brazilian shopping centre group, Iguatemi Empresa de Shopping Centers S.A. (Iguatemi).

SkyFii advises that its services are now "live" in two more of Iguatemi's premium shopping centres and in the process of rolling-out in an additional two of Iguatemi's retail properties, bringing the total number of deployed sites within the Iguatemi portfolio to 5 in the near future.

The roll-out across Iguatemi's Brazilian shopping centre portfolio comes after SkyFii was selected as Iguatemi's Preferred Partner for the provision of its Guest WiFi and data analytics services, following a competitive tender process, which included a number of international WiFi driven data services providers (ASX announcement, 28 April 2015).

As part of the Preferred Partner agreement, SkyFii's services are already installed and 'live' at Iguatemi's Market Place centre in São Paulo, under an initial 60-month contract.

Given the successful implementation and operation of the Market Place project, SkyFii and Iguatemi is progressing with the roll-out across the Iguatemi shopping centre portfolio. Details of the current roll-out status are provided below.

**Table: SkyFii Iguatemi roll-out to date**

Centre	Status
Market City, São Paulo	Live
Iguatemi, São Paulo	Live
Iguatemi Campinas, São Paulo	Live
JK Iguatemi, São Paulo	Roll-out underway
Praia de Belas, Porto Alegre	Roll-out underway

SkyFii anticipates that its services will be progressively rolled-out in further Iguatemi shopping centres over the coming months.

Iguatemi is one of Brazil's leading full-service shopping centre industry companies with investments in 17 shopping centres and three commercial towers, which provide a total Gross Leasing Area (GLA) of approximately 660,500 square metres.

The roll-out with Iguatemi is further demonstration of SkyFii's ability to deliver on its business model across a growing portfolio of retail shopping centre groups in major global markets.

SkyFii CEO Mr Wayne Arthur said:

*"We are delighted to have commenced the roll-out of our services across Iguatemi's shopping centre portfolio in Brazil. It is a major international growth market and a key focus for the Company. Iguatemi has a significant footprint in the Brazilian shopping centre sector and a reputation for providing a high quality shopping experience. We now look forward to progressively expanding our roll-out and providing Iguatemi customers with an enhanced in-centre WiFi user experience."*

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**For further information, please contact:**

**Wayne Arthur**

**CHIEF EXECUTIVE OFFICER**

**E** [wayne@skyfii.com](mailto:wayne@skyfii.com)

**M** +61 410 600 145

**Ian Robinson**

**SALES DIRECTOR**

**E** [ian@skyfii.com](mailto:ian@skyfii.com)

**M** +61 422 755 129

#### **Media and Investor Inquiries**

James Moses

Media and Investor Relations

Mandate Corporate

T: +61 420 991 574

E: [james@mandatecorporate.com.au](mailto:james@mandatecorporate.com.au)

#### **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.