

SKYFII LIMITED

Harnessing big data to help drive customer loyalty and sales.

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ASX ANNOUNCEMENT/MEDIA RELEASE

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SKYFII SIGNS TRIAL SERVICES AGREEMENT WITH MERIVALE

Key points

- SkyFii has entered into a Trial Service Agreement for the provision of its WiFi and analytical services with Merivale.
- Merivale is a developer and operator of hospitality venues with a portfolio of more than 50 restaurants, bars, hotels and other venues in Sydney.
- The trial is being conducted at two flagship Merivale venues, the Ivy and the Establishment.
- The trial is a pre-cursor to a potential further roll-out of SkyFii services across the Merivale portfolio subject to successful delivery of KPIs associated with the trial.
- The trial is for a 4-week period and is currently being rolled-out.

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has signed a Trial Service Agreement (Agreement) for the provision of its wireless network and analytics services with Merivale.

The new Agreement is for a period of four weeks, set against specified deliverables (KPIs) and is a pre-cursor to a possible full roll-out of SkyFii's services across Merivale's portfolio of hospitality venues in Sydney.

Merivale is a major developer and operator of hospitality venues with a portfolio of more than 50 restaurants, bars, hotels and other venues.

The trial is being conducted at two of Merivale's flagship venues, the Ivy and the Establishment, and will include eight venues within the Ivy complex and six bars and restaurants at the Establishment.

Under the terms of the Agreement, SkyFii will now install and manage WiFi services at the Ivy and the Establishment, both located in George Street in Sydney, which will provide a free and reliable wireless service within both venues for Merivale's customers.

Subject to the successful delivery of KPIs associated with the trial, it is proposed that SkyFii's wireless network services may be rolled-out across the wider Merivale portfolio of venues, and/or that SkyFii will enter into a Masters Services Agreement (MSA) with Merivale for the provision of its services.

The Agreement with Merivale comes after SkyFii earlier this month announced four new Trial Service Agreements with a diverse group of high calibre property owners, developers and managers across Australia (ASX announcement, 6 July 2015).

The Agreement with Merivale highlights the diverse, and expanding, application and adoption of SkyFii's services across a broad mix of property and venue types, including large retail shopping environments, hospitality and entertainment complexes, and public open spaces and other venues.

SkyFii's services under the Agreement with Merivale is currently being rolled-out, and the Company will provide further details on the operation of the trial and any progression to a wider portfolio roll-out in due course.

SkyFii CEO Mr Wayne Arthur said:

"We are delighted to enter in to this trial agreement for the provision of our services with Merivale. Merivale is acknowledged as a leading operator of high quality dining and entertainment venues in Sydney, and we welcome the opportunity to partner with them to make our unique free WiFi services available to patrons at their Ivy and Establishment venues. The trial provides the ideal mechanism for SkyFii to demonstrate the value of our services first-hand, and we look forward to it forming the foundation for a long and successful relationship with Merivale and its patrons."

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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.