

## SKYFII LIMITED

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

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## ASX ANNOUNCEMENT/MEDIA RELEASE

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### TRIAL SERVICES AGREEMENT WITH WESTS ASHFIELD LEAGUES CLUB

#### Key points

- SkyFii has entered into a Trial Services Agreement for the provision of its WiFi and analytics services at Wests Ashfield Leagues Club.
- Subject to the successful delivery of the trial's KPIs SkyFii plans to enter into a long term contract for its services with Wests Ashfield Leagues Club.
- The trial also has the potential to pave the way for the provision of SkyFii's services in other clubs throughout Australia.
- Wests Ashfield Leagues Club is one of Sydney's leading clubs with a membership of more than 22,500.
- 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 Services Agreement (Agreement) for the provision of its wireless network and analytics services with Wests Ashfield Leagues Club.

The new trial Agreement is for a period of four weeks, set against specified deliverables and KPIs, and is a precursor to a possible long term contract for SkyFii's services at the Wests Ashfield Leagues Club.

The Agreement represents SkyFii's first contract in the large club sector. Subject to the successful operation of the trial, it may provide the Company the opportunity to increase the footprint of its unique WiFi and analytics services across leagues, RSL and other clubs Australia wide.

Wests Ashfield Leagues Club was established in 1955, and is located in the inner western Sydney suburb of Ashfield, and has grown to become one of Sydney's premier clubs, with a membership of in excess of 22,500.

Under the terms of the Agreement, SkyFii will now install and manage all public WiFi services at Wests Ashfield Leagues Club, and will provide a free and reliable wireless service across the venue.

#### Clubs sector market opportunity

The clubs sector represents a significant new, potential market for SkyFii. ClubsNSW, the peak representational body for the New South Wales club industry, has a membership base of 5.7 million across 1,400 clubs in NSW alone.

SkyFii's business model seeks to expand the adoption and application of its 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.

Consistent with this objective, subject to the successful completion of the trial, the Company will then seek to have its services progressively rolled-out in other clubs. The Wests Ashfield

Leagues Club Agreement has the potential to pave the way for SkyFii to significantly broaden and expand the reach and adoption of its services in this sector.

SkyFii's services under the Agreement with Wests Ashfield Leagues Club are 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 with Wests Ashfield Leagues Club. This represents our first contract in the large and vibrant club industry, and we are excited at the opportunity to provide our unique free WiFi services to members at Wests Ashfield Leagues, and help the club deliver an enhanced member experience. The trial also provides the opportunity to further demonstrate the value and benefit of our services into a new and very exciting vertical and we look forward to working closely with Wests Ashfield Leagues to deliver a successful trial and develop a positive, ongoing relationship with them and other clubs in due course."*

ENDS

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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.