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Sprooki and SkyFii partner to provide data analytics and mobile engagement in Asia Pacific

The Directors of Stanfield Funds Management Ltd. ("Stanfield" or the "Company"), (ASX:SFN) are pleased to announce that Sprooki, a leader in mobile engagement and commerce, has entered into an agreement with SkyFii (ASX:SKF), a leader in public WiFi, real world analytics and data driven marketing.

This agreement is a win-win for two leaders in the retail technology space, providing strategic upside from their complimentary platforms and market footprints. Sprooki and SkyFii will initially collaborate in Vietnam's premier retail centre, Crescent Mall, and other selected enterprises throughout Asia Pacific.

"We are very excited to collaborate with Sprooki to deliver an end to end solution for Crescent Mall. This represents an exciting opportunity for SkyFii to demonstrate its unique ability to deliver insights to drive consumer preference, complemented by Sprooki's market leading mobile engagement platform. This contract collaboration also represents a clear example of the value in complementary technologies coming together to deliver value to an end customer," said SkyFii's CEO Wayne Arthur.

First joint customer Vietnam's iconic Crescent Mall

The agreement has created new opportunities within the Asia Pacific region, including market entry into Vietnam where Sprooki and SkyFii will collaborate to deliver a comprehensive solution encompassing location-based engagement, m-commerce, in-mall data analytics and guest WiFi to Crescent Mall, Vietnam's iconic shopping mall located in the New City Centre of Ho Chi Min City.

Owned by Phu My Hung Development Corp and managed by Savills, Crescent Mall offers 45,000 square metres of retail space, and over 130 retail stores such as FCUK, Niketown, Gloria Jeans Coffee, GAP, DKNY, Diesel, Tommy Hilfiger and Esprit.

Vietnam is exploding into the digital age with more than a third of the population now using smartphones, many of whom have never had internet access previously. Consequently, mobile assisted transactions are growing at an astounding rate having doubled between 2013 and 2014, from 6% to 13%.

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Synergistic platforms and market footprint

Sprooki’s mobile engagement and commerce platform enhances SkyFii's current service offering by providing an additional layer of insight, such as purchase behaviour and extends engagement beyond the four walls of the mall to retailers’ own opt-in mobile applications and sites. In this way, shoppers and retailers can engage and transact with each other in more relevant, personalised and mobilised ways.

SkyFii collects consumer behavioural and intent data in retail environments, such as GPT Group and other major mall groups and retailers in Australia, through the provisioning of guest WiFi service. Retailers and malls then use this information to understand how many people visit a store or mall in any given hour, favourite paths and purchase intent from their online behaviour.

“This collaboration between Sprooki and SkyFii results in a uniquely sophisticated offering previously unavailable to retailers or malls in Asia Pacific.” said Claire Mula, Executive Director and Co-founder of Sprooki. “SkyFii engages with customers through WiFi accessed in malls and stores whilst Sprooki’s platform gives retailers the ability to extend and personalise their engagement with connected customers via their own mobile applications and websites. In this way, they can stay relevant with customers and continue understanding shopper behavior and preferences beyond the four walls of the mall”.

Stanfield welcomes the partnership agreement between Sprooki and SkyFii, and is looking forward to increasing Shareholder wealth by benefiting from Sprooki’s strengthening position as a market leader in mobile engagement platforms in Asia Pacific.

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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 assist retailers to make smarter business decisions through more informed customer insights and provide the means by which our partners can communicate with their customers in a more relevant, contextual and engaging fashion..

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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.

About Stanfield and Sprooki

Stanfield Funds Management is an Australian Securities Exchange (ASX) listed company headquartered in Perth, Western Australia. The Company recently completed a successful recapitalisation and board restructure and is actively fulfilling its mandate to invest directly in Asian technology and service industries. The Company's new management team has extensive experience and established networks in Asia and provides the Company with the specific relationships to connect Australian investors with opportunities that are considerably underrepresented on the ASX. On 23 July 2015, Stanfield announced it had entered into a Share Purchase Agreement to acquire 100% of the issued capital of Sprooki Pte Ltd, an award winning B2B location-based mobile engagement platform.

Sprooki provides Asia's largest malls and retailers with a location-based mobile engagement platform they can use on a daily basis to win more consumers where and when they choose to shop. Integrating consumer behaviour analytics, cloud-based platform and implementation services, Sprooki set out to make "mobile first" technology accessible, effective and affordable. The platform provides retailers with valuable insights and allows them to engage shoppers with tools such as personalised alerts, promotions and rewards which have proven to drive greater shopper engagement and sales conversion both in-store and via the mobile platform itself.

Sprooki provides the most comprehensive and effective mobile engagement "toolkit" with response and conversion rates which are five-times more effective compared with other communication platforms. Sprooki's platform has in a short period of time attracted a retail footprint of almost 4,000 retail stores across 70 mall locations in Asia and continues to expand aggressively across the Asia Pacific region.