

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 SERVICES TO GO 'LIVE' IN MAJOR RETAIL MALL IN VIETNAM

Key points

- SkyFii's WiFi and analytics services are to be deployed at major retail mall, The Crescent mall, in Vietnam.
- The Crescent is one of Vietnam's largest shopping malls with 45,000m² of retail space and more than 130 retail stores.
- SkyFii's deployment at The Crescent has been delivered via a new partnership with leading mobile engagement and commerce company, Sprooki.
- This deployment is further demonstration of SkyFii's ability to execute its business model across a growing portfolio of retail shopping malls in major global markets.
- The agreement with Sprooki is expected to generate other significant new opportunities for SkyFii within the Asia Pacific region.

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that in partnership with leading mobile engagement and commerce company Sprooki, SkyFii's WiFi and analytics services will be deployed in Vietnam's premier retail shopping mall, The Crescent, in Ho Chi Min City.

SkyFii and Sprooki have entered into an agreement designed to provide strategic upside from their complimentary platforms and market footprints in the retail technology space, in the Asia Pacific region.

SkyFii's partnership with Sprooki for the provision of services to The Crescent mall represents the first major commercial project the parties have entered into under their agreement.

Under the terms of the partnership with Sprooki, SkyFii's WiFi services will now be installed throughout The Crescent mall, and will provide a free and reliable wireless service across the mall.

The Crescent is one of Vietnam's largest shopping malls. It has 45,000 square metres of retail space and hosts more than 130 retail stores, and was developed at a cost of US\$200 million. The mall opened in 2012 and is located in the New City Centre of Ho Chi Min City. It is owned by Phu My Hung Development Corporation and managed by major global property group, Savills.

The provision of SkyFii services at The Crescent represents a significant new addition to its growing international portfolio of retail shopping centres in major global markets.

In addition, the SkyFii-Sprooki agreement is expected to generate other new opportunities for both parties within the Asia Pacific region.

Sprooki provides Asia's largest malls and retailers with a location-based mobile engagement platform designed to target consumers where and when they choose to shop in retail shopping environments. Sprooki was established in 2011 and is headquartered in Singapore. It has a footprint of more than 3,500 retail stores across 70 mall locations in Asia.

SkyFii CEO Mr Wayne Arthur said:

"We are delighted to have our services deployed at The Crescent mall in Vietnam. This represents a significant addition to our growing international footprint via what is a large, world class mall. Also, our partnership with Sprooki represents an exciting opportunity to further expand our presence in Asia, and Sprooki's established capabilities and footprint in the region make them an ideal partner. The Asian market is a priority target for SkyFii, and having our market leading services deployed at The Crescent is a significant milestone which helps establish and validate our credentials in this huge market."

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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.