

## **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 DISTRIBUTION AGREEMENT FOR KEY ASIAN MARKETS**

#### **Key points**

- SkyFii has entered into a Distribution Agreement with Originex for the key Asian markets of Hong Kong and Singapore initially.
- Under the Agreement Originex will seek to identify re-sellers for SkyFii's Guest WiFi and analytics services.
- Originex is a leading distributor of wireless hardware and IT solutions services headquartered in Malaysia.
- The Agreement provides SkyFii the opportunity to expand its new business footprint in these major Asian markets.
- The Agreement is also a key strategic initiative in SkyFii's growth strategy for the Asian Pacific region.

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a Distribution Agreement with Originex (Singapore) Pte Ltd for the provision of its Guest WiFi, analytics and data driven marketing services in the key Asian markets of Hong Kong and Singapore.

Originex is a leading distributor of wireless hardware and IT solutions services across Asia, and is headquartered in Malaysia and has an office in Singapore. The Agreement provides SkyFii the opportunity to substantially increase its footprint within two major Asian markets.

Under the Agreement, Originex will on-sell SkyFii's market-leading wireless network and analytics services to resellers within Hong Kong and Singapore, and potentially other Asian markets in the future. Specifically, Originex will;

- Identify re-seller customers for SkyFii's services;
- Promote SkyFii's services to re-seller customers;
- Procure the acceptance of re-seller customers to the terms and conditions of supply agreements for SkyFii's services; and
- Manage re-seller customer relationships, and facilitate communication between SkyFii and re-seller customers.

The Distribution Agreement is effective immediately and is for a period of one year, with ongoing automatic extensions of a further one year on each anniversary of the commencement of the Agreement. The Agreement may be terminated by either party by the provision of 30 days written notice.

SkyFii and Originex advise that they have commenced working together on a number of opportunities under the Agreement, and hope to be in a position to provide further information on agreements for the provision of SkyFii's services in due course.

The Asian market is a key focus for SkyFii, and it views the Agreement with Originex as a key strategic initiative to broaden its exposure in this important market. The region is characterised by high levels of adoption of mobile technology and associated services, and countries throughout the region, providing exposure to over 1,100 world-class retail shopping malls and other key verticals applicable to the SkyFii product.

**SkyFii CEO Mr Wayne Arthur said:** *"We are excited to enter into this Distribution Agreement with Originex. They have strong expertise and experience in the provision of wireless hardware and IT solutions in the Asian region, and will provide the ideal conduit between SkyFii and the re-seller networks in Hong Kong and Singapore – their track record of operating in these markets should prove to be a key benefit of this Agreement. It is also a further step in the execution of our growth strategy in the Asian market, which is a key focus for the Company."*

**Originex MD Mr Gene Lim said:** *"With the growing trend of connected devices, Smart Cities, and Smart Venues are becoming a vital competitive and differentiating factor for cities and venues. The partnership with SkyFii will allow Originex to expand into a whole new and untapped opportunity in the Big Data space. We are very excited by this win-win partnership with SkyFii to grow the Big Data analytics business in the Asia Pacific market."*

**Originex Product & Channel Director, Mr Francis Yip said:** *"Big data has become the buzz word in the IT industry in recent years, and we are extremely excited by this partnership with SkyFii. One of Originex's pillars is selling WiFi solutions through our large partner base, and we see a strong complementary partnership in providing Big Data services with SkyFii."*

The Agreement with Originex comes after SkyFii and Sprooki announced a partnership agreement earlier this month to market and deploy their complementary services in the Asian Pacific region (ASX announcement, 18 August 2015). Under this agreement, SkyFii's services are to be deployed in Vietnam's premier retail shopping mall, The Crescent, in Ho Chi Min City – providing the Company with a significant entry point into another major Asian 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.



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