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**SKYFII LIMITED**

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

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**ASX ANNOUNCEMENT/MEDIA RELEASE****3<sup>rd</sup> September 2015****COMMERCIAL SERVICES AGREEMENT SECURED WITH WESTS ASHFIELD LEAGUES CLUB****Highlights**

- **SkyFii has entered into a Commercial Services Agreement with Wests Ashfield Leagues Club (WALC) in NSW for the provision of its WiFi and analytics services.**
- **Agreement follows successful four-week trial period and represents the first Full Service contract in the large club sector for SkyFii.**
- **SkyFii will receive subscription revenues for an initial 12 month contract, with the option for WALC to extend beyond this initial contract period.**
- **Wests Ashfield Leagues Club is one of Sydney's leading clubs with a membership base of more than 22,500 who will now have access to SkyFii's guest WiFi.**
- **Agreement provides further commercial validation of SkyFii's technology and service offering and continues its strong track record of converting trials into long-term contracts.**
- **Opens up potential to establish a strong footprint across the large club sector comprising of leagues, RSL and other clubs Australia-wide.**

Data services company **SkyFii Limited** (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has entered into a Full Services Agreement (Agreement) for the provision of its wireless network and analytics services with Wests Ashfield Leagues Club.

Under the terms of the Agreement, SkyFii will provide and manage a free and reliable public wireless network service across the Wests Ashfield Leagues Club venue. The initial contract term is for a period of 12 months, with the option to renew for subsequent periods of 12 months on or before the conclusion of the initial 12 month period.

In conjunction with guest WiFi, SkyFii will provide Wests Ashfield Leagues Club with access to its data analytics services platform which captures, stores and analyses customer behavioural data through technologies such as WiFi. This enables venue managers to understand how customers use the venue, what their habits are and how to best cater to their needs.

The Agreement will generate subscription revenues for SkyFii, adding to its growing list of active Full Service clients.

The Commercial Services Agreement follows a successful four-week trial, set against specified deliverables and KPIs, and is SkyFii's first Full Service contract in the large club sector, which we estimate to be **worth between \$2.2 million and \$7.5 million, in annual subscription revenues to SkyFii in NSW alone.**

The successful completion of the trial and progression to Full Service contract with Wests Ashfield Leagues Club opens up further opportunity for the Company to establish a significant footprint for its unique WiFi and analytics services across leagues, RSL and other clubs Australia-wide.

The Commercial Services Agreement also highlights SkyFii's continuing outstanding track record of successfully converting trial contracts into commercial service agreements, and provides strong validation for the Company's business model and the quality of its service offering.

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 in excess of 22,500.

SkyFii CEO Mr Wayne Arthur said:

*"We are extremely pleased to have signed a Commercial Services Agreement with Wests Ashfield Leagues Club. Securing a contract with a reputable club, not only provides strong validation of our technology and service offering, it opens up a significant opportunity for us to build our presence in this large market sector - spanning leagues, RSL and other clubs in Australia. Importantly, through the successful completion of our strategic trial periods with clients, we continue to build trust and credibility in the market and generate a solid pipeline of long term clients."*

### **Clubs sector 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.

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. The Company will now seek to have its services progressively rolled-out in other clubs.

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.

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