

ASX: SKF

LARGE NEW RETAIL MALL CUSTOMER SECURED IN BRAZIL

Highlights

- Skyfii has secured another new large scale retail mall customer in Brazil through its recently signed reseller Liveconsult Technologies (Liveconsult).
- Leading IT consultancy headquartered in Brazil, Liveconsult, has delivered its first mall contract for Skyfii with **Saga Group** for its **Varzea Grande Shopping Centre** in the central western capital of Brazil, Cuiabá.
- Through the re-seller agreement, Skyfii's **Analytics and Guest WiFi services are to be immediately deployed at Varzea Grande under a 5 year initial contract term.**
- The Saga Group owns and operates 8 large retail malls in Brazil which accounts for 4.5% of the total national market of 184 large retail malls. The group also owns and operates 62 large car dealerships in Brazil.
- Full roll-out across the Saga Group would see Skyfii's **advanced stage pipeline in Brazil reach 82 malls representing 44% of the retail mall market in Brazil.**

Data Analytics specialist Skyfii Limited (**Skyfii, the Company**) is pleased to announce that it has signed a new re-seller contract with Liveconsult Technologies (**Liveconsult**) who have immediately delivered a contract with the Saga Group, a major Brazilian mall group that owns and operates 8 large shopping malls and 62 large car dealerships in Brazil.

Liveconsult is a well established Brazil based IT services consultancy firm which has a large major enterprise and government agency customer base spanning the public sector, transportation, cosmetics and retail industries. Many of Liveconsult's customer base represent primary target customers for Skyfii in Brazil while others represent new target opportunities in specific vertical markets.

Under the terms of the initial services contract, Skyfii will provide its Analytics and Guest WiFi services to Saga's Varzea Grande Shopping Centre on a 5-year term, through Liveconsult, with monthly Analytics fees payable to Skyfii. The contract opens up the opportunity for Skyfii's offering to be extended to another 7 large shopping malls adding a further 4.5% market share to Skyfii's total penetration in its primary target market in Brazil – large retail malls. The group also provides Skyfii with further opportunity to expand its Brazilian footprint into the 62 car dealerships owned by the Saga Group.

The Saga Group contract is the second notable contract win for Skyfii in the Brazil market in just 12 months, following its agreement earlier this year with Iguatemi, the premier mall operator in Brazil which owns 17 large retail malls or 9% of the total retail mall market in Brazil.

This new contract win further demonstrates the Company's ability to capture and increase market share in its chosen international markets, providing further strong validation of Skyfii's core product offering, scalability through re-seller partnerships and continued strong execution.

Wayne Arthur, Chief Executive Officer of Skyfii commented:

“The signing of this contract with Saga Group provides strong validation of Skyfii’s offering and a large opportunity to demonstrate the Company’s growing leadership in the global retail mall sector. Furthermore our signing of Liveconsult Technologies as an authorised re-seller further validates the effectiveness of Skyfii’s re-seller model for scalable international growth. This is another important step forward in the Company’s international expansion strategy and I look forward to reporting further progress and the roll out of Skyfii’s services in the Brazilian retail mall sector.”

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ABOUT SKYFII

Skyfii is an innovative data services company that harnesses the power of mobile and big data to increase online and in store results for venue owners, operators, retailers and advertisers. We help you improve your customers’ experience by helping you better understand human behaviour.