



ASX Announcement
18th January 2016

ASX: SKF

SKYFII EXTENDS AND EXPANDS ITS CONTRACT WITH WORLD SQUARE[®] SHOPPING CENTRE

Highlights

- Skyfii wins 3-year guest WiFi contract extension with World Square[®] Shopping Centre
- Contract also includes upgrade to include Skyfii's new IO data analytics services
- Further advancement of over \$40m in revenue opportunities currently identified in Skyfii advanced stage sales pipeline (as previously announced)

Data analytics company Skyfii Limited (**Skyfii**, the **Company**) is pleased to announce that it has renewed the existing contract with Skyfii for its guest WiFi offering at **World Square[®]** Shopping Centre for a further three years. Furthermore, the contract has been upgraded to include Skyfii's data analytics services.

The contract renewal and upgrade serves as further strong validation of Skyfii's core offering from a high profile, multi-year tenure client. The **World Square[®]** Shopping Centre is one of Sydney's premier shopping precincts and has been an existing Skyfii customer for the past two years, utilising its guest WiFi services. Under the terms of the extended contract, Skyfii will continue to provide **World Square[®]** Shopping Centre with guest WiFi, as well as its data analytics services.

The contract renewal will generate increased recurring subscription revenues for Skyfii over the 36 month term.

Skyfii continues to hold a market leading position in the Australian retail mall market. With a strong pipeline of further qualified opportunities underpinning a robust growth outlook, the Company will continue to build its analytics customer base in the Australian retail mall sector as well as continuing to expand into other retail market verticals and high value geographies.

Wayne Arthur, Chief Executive Officer of Skyfii commented:

*"The renewal and upgrade of our contract with **World Square[®]** Shopping Centre, is a substantial validation of Skyfii's advanced data analytics services in one of Sydney's premier retail venues. It demonstrates the strength of our WiFi and data analytics offering and value proposition for our customers and further builds the Company's growing leadership in the provision of data services for the retail mall sector."*

ENDS

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ABOUT SKYFII

Skyfii is an innovative data services company that helps businesses improve customer experience by providing a better understanding of consumer behaviour. We build, manage and monetise free public WiFi by creating an engaging content channel for advertisers and by analysing customer data to assist retailers to make smarter business decisions.

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