



ASX Announcement  
9<sup>th</sup> March 2016

ASX: SKF

## SKYFII ACCELERATES EXPANSION INTO NORTH AMERICAN MARKET

### HIGHLIGHTS

- **Skyfii appoints US VP Sales & Partnerships**, Keith Morris
- **Wireless Industry expert** with over 20 years North American sales experience
- **Sales & channel management veteran from Aruba Networks & Aerohive**

Skyfii Limited (ASX:SKF) (**Skyfii** or the **Company**) is pleased to announce an important milestone in the Company's expansion into core target international markets with the appointment of Mr Keith Morris as VP of Sales & Partnerships, North America.

With over 20 years leadership experience in enterprise WiFi sales, business development and channels, Mr Morris brings a strong understanding of the customer and product market eco-system. With his extensive customer and partner relationships within the WiFi and managed services industries, Mr Morris provides a solid foundation for aggressive expansion into the the Company's largest target market.

Mr Morris spent over 5 years with Aruba Networks (Aruba) where he was Director of Global Partner Development and more recently Director of Global Enablement amongst other sales and channel related roles. Keith left Aruba in 2012 to join Aerohive as Senior Director of Business Development and more recently was promoted to Director of Strategic Alliances where he was responsible for development and execution of strategic alliance programs and Go to Market strategy for Managed Service Provider / Carrier routes to market.

Through his deep relationships, Mr Morris will focus on building partnerships with key managed service providers and other key channel partners in the region as well as focusing on direct sales of the Skyfii service offering into our key verticals, most notably large retail shopping malls within the US market where there are currently over 100,000 malls (compared to 1,500+ in Australia).

**Skyfii CEO, Wayne Arthur said:** "“We are rapidly expanding our addressable market in 2016 with aggressive growth into North America led by a WiFi Industry veteran. We are excited to have Mr. Morris join our team leading the efforts in North America.”"

## ABOUT SKYFII

Skyfii is a data and technology company pioneering Guest WiFi, Analytics and Marketing Tools.

Powered by a unique technology and commercial solution Skyfii has built a sophisticated data platform. With an on and offline consumer mapping tool it turns WiFi into a smart analytics and marketing opportunity for businesses to attract, engage and understand their customers better.

### ENDS

For further information, please contact:

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