



NEWS RELEASE

SKYFII ENTERS LONG TERM AGREEMENT WITH CINCINNATI BELL INC

SYDNEY, AUSTRALIA, October 19, 2016 – Guest WiFi and data analytics company Skyfii (ASX: SKF) today announced a new partnership with Cincinnati Bell Inc. to provide guest WiFi analytics and intelligent marketing engagement services.

Skyfii's services will support Cincinnati Bell's ongoing "Light Up Cincinnati" campaign to connect residents, visitors, and businesses through technology. "Light Up Cincinnati" includes a growing network of free, high-speed Fioptics WiFi venues throughout Greater Cincinnati, as well as the Connect Cincinnati mobile app, which allows businesses to provide app users with exclusive and timely offers.

Cincinnati Bell currently offers Fioptics Free WiFi service with hundreds, growing to thousands, of access points across Greater Cincinnati, and more are planned for 2017. Cincinnati Bell also provides managed WiFi service to businesses that view connectivity as a key part of customer service.

The city's metropolitan population stands at around 2 million, but 24 million people visit the Cincinnati region each year, many of whom spend at least part of their stay in the city.¹

"We hear about the concept of smart cities all the time – it's initiatives such as this that help turn concept into reality," said Wayne Arthur, Chief Executive Officer, Skyfii. "Our services, integrated with Cincinnati Bell's Fioptics Free WiFi services, will help provide a reliable marketing and communication platform for local events, advertising, and local businesses to promote their goods and services."

Cincinnati Bell will start integrating Skyfii services into its WiFi access points, which are powered by HPE Aruba Networks, later this year. The win represents a key high-profile customer for Skyfii in North America and opens up further opportunities to quickly grow throughout other Cincinnati Bell service areas.

"Skyfii's deep integration with HPE Aruba Networks products, strong capabilities, and responsiveness make them a valuable partner for Cincinnati Bell," said Rob Scott, Senior Director of Mobile Strategy for Cincinnati Bell.

"We are pleased to be partnering with Skyfii to create a whole new level of connectivity in the Cincinnati metro area, and to help us connect our customers with what matters most to them."

¹ [Cincinnati 2015 Annual Report](#)



About Skyfii

Skyfii is a data-driven marketing software company pioneering guest Wi-Fi and analytics tools. Powered by a unique technology and commercial solution, Skyfii provides a sophisticated data platform that enables organisations to map consumer and visitor interests, turning Wi-Fi into a smart analytics and marketing opportunity to attract, engage and understands customers better. For more information, visit www.skyfii.com

Media contacts:

Oisín O'Callaghan
Watterson
P: +61 2 9929 7533
E: oisin.ocallaghan@watterson.com.au

Anthony Mordech
Chief Marketing Officer, Skyfii
P: +61 456 013 985
E: anthony.mordech@skyfii.com

About Cincinnati Bell Inc.

With headquarters in Cincinnati, Ohio, Cincinnati Bell Inc. (CBB) provides integrated communications solutions – including local and long distance voice, data, high-speed Internet and video – that keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world. In addition, enterprise customers across the United States rely on CBTS, a wholly-owned subsidiary, for efficient, scalable office communications systems and end-to-end IT solutions. For more information, please visit www.cincinnati-bell.com.

Contact

Cincinnati Bell Inc.
Investor contact:
Josh Duckworth, +1 513-397-2292
Joshua.Duckworth@cinbell.com

Media contact:
Jane Weiler, +1 513-397-9941
Jane.Weiler@cinbell.com