



ASX Announcement
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ASX: SKF

SKYFII JOINS OPTUS BUSINESS TO EXPAND GUEST WIFI AND ANALYTICS AT MIRVAC SHOPPING CENTRES

SYDNEY, AUSTRALIA, December 20th, 2016 – Skyfii (ASX: SKF) today announced through its relationship with Optus Business the expansion of guest WiFi and consumer analytics services across five retail shopping centre sites of one of Australia’s largest property groups, Mirvac.

The initial agreement on all properties is for a period of 3 years.

The project follows a successful trial across two of Mirvac Retail’s premier centres - Sydney-based Broadway Sydney and Orion Springfield Central, west of Brisbane. These sites were the first to go fully live in January of this year.

New sites receiving guest WiFi and analytic services in December 2016 are New South Wales-based Birkenhead Point Outlet Centre, Rhodes Waterside; and Queensland’s Kawana Shoppingworld. Tramsheds Harold Park has been live with guest WiFi since September 2016 and will be followed by Victoria’s Moonee Ponds Central in January.

These shopping centres will now have access to free guest WiFi through Optus and these Mirvac Retail centres will be able to use Skyfii’s analytics services to help build personalised relationships with and promote offers to their customers.

Skyfii’s analytics services work by collecting and analysing data from users who register for guest WiFi services. The insights that come from this can be used by businesses to send unique offers and advertisements to encourage sales and create a more personal and overall better shopping experiences for customers.

“These insights can have a hugely positive impact on retail complexes and the businesses within them,” said Wayne Arthur, Chief Executive Officer, Skyfii. “Technology has enabled a new level of competition for bricks and mortar stores through, for example, online shopping giants like Amazon. A combination of guest WiFi and analytics offers technology that helps them fight back, while also providing better and more contextual experiences for their customers.”

"A digital, interactive in-centre shopping experience is becoming an essential requirement across Australia’s retail sector. Shopping centre WiFi provides the personalised content, promotional offers and connectivity to improve the overall customer experience. Optus is delighted to be partnering with SkyFii to enable Mirvac's guest WiFi and analytics services in their shopping centres across Australia," said John Paitaridis, Managing Director, Optus Business.

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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.io.

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