



## ASX Announcement

### SKYFII SIGNS NEW MAJOR SHOPPING CENTRE CONTRACT IN BRAZIL

- **Five year contract signed with Aliansce Shopping Centre group**
- **Planned deployment of Skyfii IO services across 33 Aliansce shopping centres**
- **Contract includes subscription services and grants lucrative brand and advertising sponsorship rights to Skyfii**
- **Brazil market growing rapidly with over 50 shopping centres now under contract with Skyfii**

**SYDNEY, AUSTRALIA, January 30<sup>th</sup>, 2017** – Skyfii Limited (ASX: SKF) (Skyfii, or the Company) today announced significant expansion in Brazil following a new deal with Aliansce Shopping Centres (Aliansce) to roll out its 'IO' platform of data analytics and marketing services.

Aliansce is an industry-leading shopping centre group in Brazil. The five year contract will see Skyfii roll out its full platform of three core 'IO' services with a planned deployment across 33 centres within the Aliansce Group. Skyfii has already deployed the 'IO' platform in 18 centres in the lead up to signing a formal agreement with Aliansce. The planned deployment across 33 centres for Aliansce is forecast for completion mid 2017. This will see Skyfii's 'IO' platform live in over 50 shopping centres in Brazil.

Wayne Arthur, Chief Executive Officer, Skyfii said "Brazilian retail organisations, much like their counterparts here in Australia, are starting to appreciate the value in guest WiFi and data analytics services to drive business decision making and provide better experiences for customers.

As well as satisfying the modern customers' need to be connected, these services also provide retailers with valuable insights such as peak and dwell times, an understanding of which areas shoppers flock to the most and how long they stay for. This information can be used for example, to provide targeted advertisements and offers to customers and allow shopping centres to allocate resources more efficiently, such as information kiosks."

In addition to using its data analytics and guest WiFi services, Aliansce has granted the network commercial rights to Skyfii. This will allow Skyfii to further monetize the contract by attracting targeted advertising sponsorship campaigns.

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## **Brazil market update**

Since opening operations in Brazil 2.5 years ago, the Company has achieved continuous growth in the region.

The Iguatemi Shopping Group, another major Brazilian retail player and Skyfii's first customer in the region, has expanded its portfolio with Skyfii. Having started in 2015 by rolling out Skyfii's platform of three core 'IO' data analytics and marketing services to three shopping centres under the Iguatemi banner, Skyfii now has eleven live sites and expects to soon add another three venues to make 14 in total.

In addition to Iguatemi and Aliansce, the Company also has contracts with Saga Malls Group and Flamboyant shopping group in Brazil.

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## **About Skyfii**

Advancements in cloud, mobile technology and Wi-Fi systems have enabled bricks-and-mortar venues to become more competitive by better understanding the needs of their diverse types of visitors. Today, every smartphone is a chatterbox of information. The cloud-based Skyfii platform uses existing Wi-Fi infrastructure, BLE beacon networks, door-to-people counters, video sources, web and social platforms to allow various types of venues to not only analyse behaviour of anonymous visitors, but also capture data from those who opt-in to free Internet connectivity. In doing so, it converts the data into a critical sales and marketing tool that allows venues and their commercial tenants to deliver content that is catered to each visitor's needs and interests.

Skyfii offers a cloud-based solution in a subscription model consisting of three core 'IO' services:

- IO Connect: a data portal where data is collected (Data in)
- IO Insight: venue performance, customer behaviour and, loyalty & engagement (Insights out)
- IO Engage: targeted content delivery, automated marketing and monetization

Skyfii also engages with clients to provide further revenue generating services such as data science, targeted advertising and sponsorships, arising from the insights gained from its three core services.

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