

## ASX Announcement

### SKYFII SECURES CONTRACTS WITH ONE FIVE ONE PROPERTY

- **Contracts secured with leading Australian property management group One Five One Property, following a successful trial**
- **All three of Skyfii's software as a service (SaaS) core products purchased in the agreement: IO Connect (data collection), IO Insight (analytics) and IO Engage (marketing)**
- **Includes 9 retail centres managed by One Five One Property contracted for a multi-year term**

**SYDNEY, AUSTRALIA, April 4th, 2017** - Skyfii (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce that it has signed agreements to roll out its IO software as a service (SaaS) platform in 9 of One Five One Property's managed retail centres across Australia.

Skyfii is well advanced in deploying its IO platform across 9 of the managed shopping centres across New South Wales, Victoria, Queensland and South Australia. This follows a successful trial of Skyfii's IO platform in One Five One Property's Top Ryde City Shopping Centre in Sydney in early 2016.

The rollout is expected to be completed by June 2017 across retail properties within the One Five One managed shopping centre portfolio including Figtree Grove, Warrawong Plaza, Brimbank, Forest Hill Chase, Greensborough Plaza, Clifford Gardens, Strathpine and Rundle Place shopping centres, in addition to Top Ryde City Shopping Centre.

In partnership with One Five One Property, the Skyfii IO platform will provide the shopping centre management teams with the capability to build a rich database gathering valuable insights on shopper behavior. The insights gained will help marketers deliver more targeted campaigns and arm the centre operations team with an understanding of utilization and movement of shoppers within the centre.

John Rankin, Skyfii Managing Director, Australia and New Zealand commented, "the retail industry has undergone huge transformation during the digital era".

"Traditional bricks and mortar centres are positioning their retail offering to contend with online giants such as Amazon, however, many people still want to do their shopping in real life, not in a virtual store. Tools such as our analytics and marketing platform help to create a personalised digital experience for customers that bring the best of both shopping worlds together."



### **About One Five One Property**

One Five One Property manage office, industrial, large format retail and shopping centres in Australia. One Five One Property are owned by a leading global US headquartered investment and advisory group.

The Australian property portfolio includes Top Ryde Shopping Centre, a major suburban shopping located in the Sydney of Ryde. It has 78,125m2 of retail space and hosts more than 250 different retail outlets.

### **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.

For more information visit [www.skyfii.io](http://www.skyfii.io).

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