ASX Release

SKYFII ROLLS OUT SERVICES TO PREMIUM UK FOOD CHAIN

- **Roll out of Skyfii's subscription based 'IO' platform across 342 stores with a premium United Kingdom (UK) based fast-food chain**
- **12 stores already live, following a successful pilot program**
- **Opportunity to expand further into additional markets, including North America**
- **Roll out in partnership with Jade Solutions, a market leading enterprise mobility provider**
- **Demonstrates Skyfii's continued international expansion within the retail vertical**

SYDNEY, AUSTRALIA, April 12th 2017 – Skyfii (ASX: SKF) (**Skyfii**, or **the Company**), a data analytics and marketing services company, is pleased to announce that it has commenced roll out of its subscription based IO Software as a Service (SaaS) platform to a premium fast-food chain, based in the United Kingdom (UK).

Skyfii has already rolled out its IO platform to the first 12 premium fast food stores and has been contracted to deploy the IO platform across a total of 342 stores throughout the UK.

The UK headquartered fast-food chain is a leading retail food group with 390 premium fast-food stores in 6 countries including North America. The initial contract is expected to run for three years with an option to extend for a further three years. This follows an extensive pilot program.

Deployment of the IO platform services will take place through Skyfii's UK Channel Partner, Jade Solutions, who are a leading provider of enterprise mobility services for the UK retail sector.

The partnership between Skyfii and Jade Solutions is important strategically, as both companies are highly experienced within the retail sector. A qualified advanced stage pipeline has been established under the partnership and is expected to generate additional UK contracts in the near term.

Wayne Arthur, Chief Executive Officer, Skyfii commented, "We are delighted to be working in collaboration with Jade Solutions to deploy our IO platform across a highly recognisable brand and a global market leader in the premium food retail segment. The data and insights being captured through our platform are enabling the stores across the group to gain deeper insights into their store performance and provide customers with a high quality, reliable and engaging Guest WiFi experience. Important insights include being able to understand how many people visit each store, on which days and which times of day, how long customers dwell in stores on average and which stores within the group benefit from multiple cross store visits within a certain catchment."

Mark Brackley, Managing Director, Jade Solutions commented, "the Skyfii IO platform is an ideal fit for Jade and its customers and its capability is what the retail market is looking for today. Bricks and mortar retailers are now able to be empowered with the same analytics and marketing tools as ecommerce retailers, through the technology delivered by Skyfii."

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About Jade Solutions

Jade is a market leader in mobile enterprise, wireless infrastructure solutions and advanced in-store Wi-Fi based customer engagement solutions.

Jade's experience enables customers' requirements to be understood in detail, and allows best-of-breed solutions to be accurately specified. Another key strength is an ability to rapidly deploy complex technical projects within a wide variety of mission critical environments.

To support this model, Jade has invested heavily in industry leading technical specialists to enable its clients to be supported by an infrastructure of highly qualified personnel.

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.

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