



ASX Announcement  
21 April 2017

ASX: SKF

**SKYFII QUARTERLY ACTIVITIES UPDATE WEBCAST Q3 FY2017**

SYDNEY, AUSTRALIA, April 21<sup>st</sup> 2017 – Skyfii Limited (ASX: SKF), a data analytics and marketing services company, is pleased to invite shareholders to participate in the 31 March 2017 ended quarterly activities update by Skyfii's Chief Executive Officer, Wayne Arthur on Thursday 27th April at 11:00 am (AEST / Sydney time).

During the webcast, Wayne Arthur will present an activities update followed by a Q&A session.

**Date**

Thursday 27<sup>th</sup> April at 11:00 am (AEST / Sydney time)

**Webcast**

To listen to the activities update, login to the webcast via this link:

<http://www.openbriefing.com/OB/2496.aspx>

**Q&A phone dial-in details**

Number: +61 2 8038 5221

Conference ID: 11089958

The event will be recorded and a replay will be made available following the session.

**ENDS**

**For further information, please contact:**

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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.

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