

## ASX Announcement

### SKYFII ENTERS MULTI YEAR DEAL WITH INTERNATIONAL SOUTH AFRICAN RETAIL GIANT WOOLWORTHS

- Roll out of Skyfii's 'IO' Software as a Service (SaaS) platform subscription data analytics services to 500 stores
- 126 large retail stores already live, following a successful competitive pilot program
- Global Master Services Agreement (MSA) covering all markets and entities owned and operated by the Woolworths Group
- Demonstrates continued international expansion in retail vertical market for Skyfii

**SYDNEY, AUSTRALIA, April 26, 2017** – Skyfii Limited (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce it has finalized a Master Services Agreement (MSA) with Woolworths of South Africa (Woolworths Group) and has already rolled out services to 126 Woolworths Group owned and operated stores. Skyfii announced on March 28<sup>th</sup> that it was in advanced negotiations to finalise a MSA with an unnamed group and had already rolled out its services to 89 stores.

The South African based group is a leading international retailer with operations in 14 countries and owns and operates over 1,300 large format stores. In Australia, Woolworths Group owns and operates household names such as David Jones and the Country Road Group (Country Road, Mimco, Trenery, Witchery).

The MSA will see Skyfii rollout its IO Software as a Service (SaaS) platform subscription services across approximately 500 stores initially over a three-year period, with an option to extend for a further two years. This follows an extensive competitive pilot program.

The roll out of data analytics and marketing services to Woolworths Group is in line with Skyfii's continued international growth in the retail vertical segment and follows closely behind the Company's recent deals won with a premium UK food chain, One Five One Property in Australia, Aliansce Shopping Centre Group in Brazil and Durham University in the United Kingdom.

Woolworths Group's Head of IT Infrastructure, Jay Meyer commented, "We are very pleased to announce our partnership with Skyfii, who've shown a high level of professionalism throughout the competitive tender process to be Woolworths Group's preferred analytics partner. This type of sophisticated data analytics and customer engagement tools for venues is the future of retail and will enable us to make informed, data-lead business decisions, while improving customer experiences."

It has been the focus of Woolworths Group to be on the forefront of delivering a more personalised



shopper experience. By using Skyfii's product suite, Woolworths Group will be able to deliver just this - gaining insights and marketing tools revolutionising the retail world.

Wayne Arthur, Skyfii CEO commented, "We are delighted to be rolling out Skyfii's IO platform with this flagship customer and a global market leader in the large format retail segment. The data and insights that are captured through our subscription based IO platform are now enabling Woolworths Group's stores across the group to gain deeper insights into their store performance.

"On a practical level, this will provide Woolworths Group with the ability to better optimize traffic flow through its stores and with richer data, have the ability to provide tailored offers and more personalized services to their customers. We are excited to conclude the initial roll-out and look to extend our relationship across all global markets with the Woolworths Group."

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#### **About Woolworths**

Woolworths Group is a southern hemisphere retail group, with its head office in South Africa, listed on the JSE Limited Securities Exchange (JSE) since 1997.

The Group consists of three major operating divisions:

- Woolworths South Africa (Woolworths or WSA) based in South Africa and operating across 11 countries in sub-Saharan Africa;
- David Jones (David Jones or DJ's) based and trading in Australia; and
- Country Road Group (Country Road Group or CRG) based in Australia and trading in Australia, New Zealand and South Africa.

Woolworths Group employs more than 43 000 employees across 14 countries and trades in more than 1,300 store locations.

#### **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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