



ASX Announcement  
9<sup>th</sup> May 2017

ASX: SKF

## TMT ANALYTICS' INTERVIEW WITH SKYFII'S CEO WAYNE ARTHUR

**SYDNEY, AUSTRALIA, May 9<sup>th</sup> 2017** – Skyfii Limited (ASX:SKF), is pleased to release an interview by TMT Analytics' Marc Kennis with Skyfii's CEO, Wayne Arthur which talks about the recent Woolworths announcement and the company's business model.

Click on the below link to view the video interview:  
<http://www.tmt-analytics.com.au/skyfii.html>

TMT Analytics has initiated research coverage on Skyfii. A link to the research report and a short video summary can be found on the Company's website.

[ENDS]

**For further information, please contact:**

**John Rankin**  
Managing Director – ANZ  
Skyfii  
P: +61 2 8188 1188  
E: john.rankin@skyfii.com

### 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 Consulting Services (DCS) and Marketing Services (MS) arising from the insights gained from its three core services.

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