



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

## ASX Announcement

### **SKYFII SIGNS CONTRACT WITH WELLINGTON INTERNATIONAL AIRPORT IN NEW ZEALAND**

- Roll out of Skyfii's 'IO' subscription based Software as a Service (SaaS) platform; data analytics and marketing services to Wellington International Airport
- Contract includes the provision of Skyfii's Data Consulting Services (DCS)
- Wellington International Airport is a leading transport hub in New Zealand with 5.2 million passengers each year
- Demonstrates continued international expansion in Airport vertical market for Skyfii

**SYDNEY, AUSTRALIA, May 30th, 2017** – Skyfii Limited (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce it has signed a new deal with New Zealand-based Wellington International Airport.

Wellington International Airport is a primary transport hub for visitors in and out of New Zealand, handling 5.2 million passengers each year.

The initial one-year contract with Wellington International Airport will see the complete deployment of Skyfii's 'IO' platform - IO Connect (data collection), IO Insight (analytics) and IO Engage (marketing) and follows the recent completion of a successful trial. In addition to the 'IO' platform services, Wellington International Airport has engaged Skyfii's Data Science Department for the paid provision of Data Consulting Services (DCS), which will enable the airport to better understand the data collected across its property.

John Rankin, Managing Director, Skyfii ANZ said "There is a growing shift towards the use of location based analytics and marketing tools in international airports, with management teams realising the added benefits that measuring customer behaviour can bring to the future of airport terminal performance.

As well as providing outputs that drive business decision making, Skyfii's platform and services allow management to create better experiences for passengers who use airport facilities; optimising amenities to reflect customer usage, providing retail services which meet customer needs and highlighting bottle-necks that may lead to poor customer experiences. This information provides operations and marketing teams with the opportunity to create better passenger experiences based on evidential insights – all within the IO platform."

The added provision of Skyfii's DCS is a new and emerging revenue stream for the Company. This recently formed business unit is already generating strong interest from existing and potential customers.

The Wellington International Airport contract signifies a successful entry into the Airport vertical for Skyfii, aligning with the company's outlined focus for providing services to recently targeted verticals including universities, municipalities, airports and casinos.

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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 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).

### **Skyfii Media contact:**

John Rankin

Managing Director

Skyfii

P: +61 2 8188 1188

E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)