



ASX Announcement  
6th June 2017

## SKYFII SIGNS CONTRACT WITH NATIONAL MUSEUM OF AUSTRALIA

### Highlights

- Skyfii's 'IO' subscription based Software as a Service (SaaS) platform for data analytics services to be rolled out for the National Museum of Australia
- Three-year contract term
- National Museum of Australia is one of Australia's foremost museums with over 1.2 million annual visitors
- Demonstrates expansion into the new Cultural Centre vertical which has a pool of over 2000 museums and galleries Australia wide

**SYDNEY, AUSTRALIA, 6th June, 2017** – Skyfii Limited (ASX: SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed a new deal with National Museum of Australia (NMA) in Canberra.

The three-year contract with NMA will see the deployment of Skyfii's IO Connect (data collection) and IO Insight (analytics) solutions. This represents another significant new business win for Skyfii, and the Company's first long term commercial contract in the large and uncontested Cultural Centre vertical.

Skyfii's IO platform will assist the NMA to better understand and engage with visitors to the museum. Insights will be gained on visitor return rates to the museum, the frequency and recency of visits, visitor flow and dwell times in different areas of the museum. These insights will enable the NMA to plan its exhibits and flow to suit the preferences of its visitors.

Mr John Rankin, Managing Director of Skyfii commented, "We are very pleased to have been chosen as the National Museum of Australia's preferred partner for data analytics. The NMA is one of Australia's preeminent museums, which we look forward to growing a long term relationship with through the deployment of our data analytics services - supporting the museum in enhancing its visitor experience."

The NMA is an Australian Government agency and is a social history museum, focused on the land, nation and people of Australia. The NMA houses 6,600 square metres of exhibition space on an 11-hectare site on the shores of Lake Burley Griffin in Canberra, Australia. NMA is one of Australia's foremost museums, with total visitation numbers exceeding more than 1.2 million in the 2015/16 financial year.

### Growth in New Verticals

Having established a market leading position in the retail mall market in Australia and also in major key international markets Brazil and South Africa - Skyfii continues to achieve significant growth through entering new market segments, deploying its scalable and adaptive subscription based IO Software as a Service (SaaS) platform.

The NMA contract follows the announcement on 24 January 2017 that Skyfii's IO platform was being deployed in the university vertical. With more than 2,000 museums and galleries Australia wide, the NMA contract is the first step for Skyfii into this new vertical with vast opportunity.

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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)