



ASX Announcement  
20 July 2017

### **Skyfii Quarterly Activities Update Conference Call Q4 FY2017**

SYDNEY, AUSTRALIA, July 20th 2017 - Skyfii Limited (ASX:SKF), a data analytics and marketing services company, is pleased to invite shareholders to participate in the 30th June 2017 ended quarterly activities update by Skyfii's Chief Executive Officer, Wayne Arthur on Wednesday the 26th of July at 11:00 am (AEST / Sydney time).

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

#### **Date and Time**

Wednesday 26th July at 11:00am (AEST / Sydney time)

#### **Dial-in details**

Australia	02 8038 5221 / 1800 123 296
United Kingdom	0808 234 0757
United States	1855 293 1544

**Conference ID**                **5829 5088**

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

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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).

### Contacts:

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