



ASX Announcement  
4th August 2017

### **Appointment of Company Secretary**

**SYDNEY, AUSTRALIA, August 4<sup>th</sup> 2017** – Skyfii Limited (ASX: SKF), a data analytics and marketing services company, advises that Heath Roberts has resigned as Company Secretary. Ms Koreen White, who brings 20 years' experience in listed and unlisted Australian and US based technology, media and telecommunications corporations, has been appointed to that role.

The Board would sincerely like to thank Mr Roberts for his contribution to the Company and wish him well in his future endeavours.

[ENDS]

#### **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 WiFi 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.

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