



## ASX Announcement

### SKYFII SECURES RENEWAL OF LONG TERM AGREEMENT WITH THE GPT GROUP

- **Three year contract renewal of Master Services Agreement with The GPT Group**
- **Renewal sits across all three of Skyfii's core product lines: IO Connect (collected data), IO Insight (analytics) and IO Engage (marketing services)**
- **New additional provision of data science consultancy services**
- **Scope across GPT Group's 18 retail premises and commercial offices**

**SYDNEY, AUSTRALIA, 11<sup>th</sup> September 2017** – Skyfii Limited (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce the renewal of its long-term Master Services Agreement (MSA) with The GPT Group.

The MSA extends for a further three years Skyfii's full suite of analytics and marketing services; IO Connect, IO Insight and IO Engage, to The GPT Group. In addition to the original suite of services, the contract will be broadened to enable Skyfii to provide data science consultancy services.

The GPT Group is one of the largest diversified property groups and a top 50 ASX listed company by market capitalisation. GPT owns and manages a \$20 billion portfolio of office, logistics, business parks and prime shopping centres across Australia.

Skyfii has implemented its analytics and marketing services across 18 of The GPT Group's retail properties and commercial offices across Victoria, New South Wales, Queensland and Northern Territory. Key venues include shopping complexes such as Victoria's Melbourne Central, Highpoint and Parkmore; and NSW's Charlestown Square and Wollongong Central; as well as premium office spaces Melbourne Central Tower and One One One Eagle Street, Brisbane. The GPT Group was one of Skyfii's first enterprise customers, first contracted in 2015.

John Rankin, Skyfii's Managing Director, Australia and New Zealand said "data analytics are a very useful tool for GPT's retail and commercial-focused properties. The output allows landlords and tenants to hone their in-venue communications and adapt them for a variety of different customer demographics, improving overall customer service through a better understanding of behaviour."

John Rankin added "Skyfii's data science consultancy services provide our property group partners the opportunity to help them solve complex problems, specific to their environments, such as tenant-retail mix, long-term capital planning, marketing strategy and venue performance."

Vanessa Orth, Head of Retail at the GPT Group commented, "We have been able to use the data collection and interpretation services that Skyfii provides to deliver solid commercial value in our retail and commercial environments."

"We used to think we knew what shoppers and tenants wanted, but are now able to confirm our



decisions, with the backing of data analytics. It means we can deliver a much higher value experience to visitors in our venues, driving better outcomes for both GPT and our customers.”

The new three year deal with The GPT Group highlights the strength in value being delivered by Skyfii to its clients and further confirms the value for large organisations in investing in technology that helps create a better understanding of their customers.

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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 science, targeted advertising and sponsorships, arising from the insights gained from its three core services.

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