



ASX Announcement  
13th September 2017

## SKYFII SIGNS CONTRACT IN UK WITH LEXICON SHOPPING CENTRE

- Contract signed with UK shopping centre, Lexicon (Bracknell)
- Entry into shopping centre vertical in the UK
- 12 month contract term, for the deployment of IO Connect, IO Insight and IO Engage subscription based platform
- Contract signed in partnership with UK re-seller Switchshop

**SYDNEY, AUSTRALIA, 13th September, 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 contract with Lexicon Shopping Centre, Bracknell, United Kingdom.

Opening in September 2017, Lexicon (Bracknell) is set to be a vibrant shopping centre with 580,000 square foot of new shopping, dining and leisure, providing a contemporary hub for all tastes. The 12 month contract is in partnership with Switchshop. A UK based re-seller providing networking, security, wireless, IP Telephony or Servers and Storage services.

John Rankin, Managing Director; Skyfii commented "Lexicon Shopping Centre marks the first contract in the shopping centre vertical for our UK team, whose recent establishment and successful contract executions has shown the potential this market has for Skyfii's services.

With a number of precincts including, food, shopping and leisure, Skyfii's IO Platform will be able to provide valuable analytics to support both operational and marketing teams at Lexicon, measuring venue performance, shopper behaviour and customer affinity to precincts within the centre. More importantly this information can be used as a critical marketing support tool, enabling contextualised and personalised campaigns to be delivered, all within the IO Platform."

Skyfii's continued deployment across Shopping Centres internationally, follows the company's previously announced contract wins with Aliance Shopping Mall, One Five One Property and The GPT Group. As the leading provider of data analytics and marketing services to Australian Retail Property Groups, Skyfii's market share is expected to evolve as the company expands internationally.

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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.

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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).

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