

October 23rd, 2017

## SKYFII SIGNS CONTRACT WITH LEADING ITALIAN SUPERMARKET CHAIN

### Highlights:

- Five year contract win with leading Italian supermarket chain
- Skyfii's 'IO' subscription based Software as a Service (SaaS) platform for analytics services (IO Connect and IO Insight) to be deployed across 285 supermarket stores throughout Italy

**SYDNEY, AUSTRALIA, 23rd October, 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 five year contract with a leading Italian supermarket chain.

The five year contract will see Skyfii's IO platform (IO Connect and IO Insight) deployed across 285 supermarket stores throughout Italy.

The Italian supermarket company operates one of the largest supermarket chains in Italy, with outlets in 285 locations country wide. The Italian supermarket retail outlets can be found across 1,380 municipalities nationwide, with 3,000 affiliated points of sale.

Wayne Arthur, CEO, Skyfii said "Our deployment of data analytics services with this leading Italian supermarket brand is another milestone in the IO platform's continuing success within overseas markets.

Skyfii's appointment as the chain's new analytics solution provider gives credence to our position as a market leading service provider."

The deployment follows the Company's strategy for targeting and acquiring contracts in new vertical markets, with this contract representing a successful execution into the grocery retail sector. With a commonly high consumer loyalty rate, grocery retail presents a strong opportunity for the IO platform to deliver impressive reporting on customer behaviour and venue analytics - enabling these stores to uncover insights about facilities usage, and deliver a superior shopping experience for customers as result.

The deal with the supermarket chain was won in partnership with Italian distributor, Telcomms and their value added partner, Tecnosistemi.

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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).

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