

25th October, 2017

## **SKYFII SIGNS MAJOR SHOPPING CENTRE GROUP ACROSS EUROPE AND NORTH AMERICA**

### **Highlights:**

- **A new multi-year contract signed with major shopping centre group, a novated customer from the Wicoms acquisition**
- **Skyfii's 'IO' subscription based Software as a Service (SaaS) platform for analytics services (IO Connect and IO Insight) to be initially deployed across 22 shopping centres**
- **The new agreement represents a significant multiple on the value of the scrip acquisition of Wicoms by Skyfii, announced in July 2017**
- **The new agreement includes Data Consulting Services (DCS) for the term of the agreement**

**SYDNEY, AUSTRALIA, 25th 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 new multi-year contract with a major shopping centre group, which operates a portfolio of large format shopping centres across Europe and North America.

In July 2017, Skyfii announced the successful acquisition of Wicoms Wireless (Wicoms), a provider of guest WiFi services and user analytics to the retail sector. As part of that transaction, Skyfii acquired contracts to deliver services to Wicoms portfolio of customers including the major shopping centre group.

Following the announcement of the Wicoms Wireless acquisition, Skyfii has reached an agreement to deliver to the shopping centre group a significantly greater level of analytics and marketing services through Skyfii's 'IO' platform, not provisioned under Wicoms' original service agreement. These services are being delivered in partnership with AM Networks, a systems integrator operating in the United Kingdom.

The new agreement represents a significant multiple on the value of the scrip acquisition of Wicoms by Skyfii, and also delivers additional value to the shopping centre group. The signed contract value is greater than three times the value of the original Wicoms acquisition, which was paid using \$247,000 worth of Skyfii ordinary shares (scrip).

25th October, 2017

In addition to the subscription of Skyfii's 'IO' Platform services, the customer intends to use Skyfii's Data Consultancy Services (DCS), gaining access to the team's expertise in the retail vertical, further supporting growth within the DCS revenue line. DCS have been contracted across the term of the agreement.

Wayne Arthur, Chief Executive Officer, Skyfii said "We are extremely pleased to announce our partnership with this prominent shopping centre group, and are looking forward to building a long term partnership with this extremely progressive and expanding retail company.

The Skyfii IO platform will enable these retail shopping centres to gather crucial information about the performance at a portfolio level, their tenants and the behaviour of shoppers who use the outlets. With the provision of DCS, the shopping centre group will have the support of a leading team of data scientists, whose expertise is in supporting large venues in solving critical business challenges.

The recent decision to acquire Wicoms Wireless portfolio of customers has already proved a successful venture for Skyfii, with the outcome of the transaction exceeding initial expectations."

Skyfii's strategy is to grow its presence in key international markets. The deployment of services with the shopping centre group across Europe and North America, represents a further successful execution of the strategy to build business operations within recently established international markets.

### **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

25th October, 2017

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).

**Skyfii Media contact:**

John Rankin

Managing Director

Skyfii

P: +61 2 8188 1188

E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)