

October 31st, 2017

## SKYFII SIGNS CONTRACT WITH AVENTUS PROPERTY GROUP

### Highlights

- **Three year contract win across Aventus Property Group's retail assets**
- **Skyfii's 'IO' subscription based Software as a Service (SaaS) platform analytics services (IO Connect and IO Insight) to be deployed across four retail assets**
- **Further cements Skyfii's position in Australian retail property vertical**

**SYDNEY, AUSTRALIA, 31st 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 three year contract with Aventus Property Group in Australia.

The agreement provisions the deployment of Skyfii's IO Platform (IO Connect and IO Insight) across four of Aventus Property Group's managed retail centres. The centres included are Tuggerah Super Centre, Kotara Home and Caringbah Home centres, which have already deployed, and Castle Hill Super Centre which will follow shortly.

Aventus Property Group is a specialist property fund and asset manager in Australia. Currently Aventus Property Group manages 22 large format retail centres in NSW, QLD, VIC, SA and WA.

John Rankin, Skyfii's Managing Director, Australia and New Zealand commented "We are extremely pleased to be working with Aventus Property Group to provide venue analytics and customer insights to four of their managed retail centres.

With a proven customer base in retail property, we are confident in the ability of our IO Platform suite to uncover profound insights into the behaviour of shoppers, in addition to providing a new measurement tool for the performance of retailers and centres."

The signed contract with Aventus Property Group represents another successful execution in the retail property vertical for Skyfii, reinforcing the Company's position as a leading service provider to the Australian retail industry.

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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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