



## ASX Announcement

### **SKYFII LIMITED ANNOUNCES THE APPOINTMENT OF SHAUN BONETT TO THE BOARD**

- **Shaun Bonett has been appointed to the Skyfii board as a director and will bring a wealth of experience to the board**
- **Precision Group in which Shaun Bonett is founder and CEO has made a material investment in Skyfii via an off market share transfer**

**SYDNEY, AUSTRALIA, 22<sup>nd</sup> November 2017** – Skyfii Limited (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce the appointment of Shaun Bonett as a Director to the Skyfii board.

Shaun is the founder and CEO of Precision Group one of Australia and New Zealand's most successful private property investment companies. He brings an incredible wealth of experience to the Skyfii board not only in the retail and property sector, but also through his extensive experience in working with the finance sector, including the Chinese banking sector, particularly with the Bank of China. Shaun is also a board director and major shareholder in ASX listed company iSelect.

Shaun joined the board of directors' of iSelect in 2003, in 2005 he joined the board of Lenders Direct, and in 2007 he became Chairman of Litigation Lending Services Limited.

A material investment in Skyfii Limited by Shaun Bonett through his company Precision Group which will be facilitated via an off market share transfer. This transaction will not involve any fresh capital into the Skyfii business and therefore is not dilutive to existing shareholders.

James Scott, Skyfii Limited Chairman said "It gives me great pleasure to welcome Shaun Bonett to the Skyfii board. Shaun is an experienced company director and brings with him a wealth of experience not just in the retail and property sectors, but in strategic decision making and transforming structures of organisations. The board and I are extremely pleased to be able to bring Shaun Bonett through Precision Group onto both the Skyfii limited shareholder register and also our board. We look forward to working with Shaun as Skyfii continues to grow its international footprint and extend into new industry verticals during what is a very exciting period in the business' life cycle."

###

For personal use only



## 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.

## Media contact:

John Rankin  
Managing Director – ANZ  
Skyfii  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)