

1st February, 2018

## Skyfii Quarterly Activities Update Conference Call Q2 FY2018

**SYDNEY, AUSTRALIA, February 1st 2018** - Skyfii Limited (ASX:SKF), a data analytics and marketing services company, is pleased to invite shareholders to participate in the 31st December 2017 ended quarterly activities update by Skyfii's Chief Executive Officer, Wayne Arthur on Tuesday the 6th of February at 11:00 am (AEST / Sydney time).

During the call, Wayne Arthur will present an activities update followed by a Q&A session.

### Date and time

6th February at 11:00am (AEST / Sydney time)

### Dial-in details

Australia +61 2 8038 5221 / 1800 123 296 (toll free)  
United Kingdom 0808 234 0757  
United States 1855 293 1544

**Conference ID 4963 609**

The event will be recorded and a replay will be made available following the session.

###

### 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 collection)



**1st February, 2018**

- IO Insight: venue performance, customer behaviour and, loyalty & engagement (data analytics)
- IO Engage: targeted content delivery, automated marketing and monetization (marketing tools)

Skyfii also engages with clients to provide further revenue generating services:

- Data Consultancy Services: Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services: Delivering best in-class data-driven marketing practices, empowered by the analysis of digital and behavioural data

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