

February 6th, 2018

## SKYFII Q2 FY2018 QUARTERLY ACTIVITIES UPDATE & Q&A CALL RECORDING

**SYDNEY, AUSTRALIA, February 6th 2018** – Skyfii Limited (ASX: SKF), a data analytics and marketing services company, is pleased to provide a recording of the Q2 FY2018 Quarterly Activities Update & Q&A Call which was hosted by Skyfii’s Chief Executive Officer, Wayne Arthur.

Access to the recording can be found using the link below, or by accessing the investor section of Skyfii’s website.

<http://skyfii.io/wp-content/uploads/2018/02/Q2-FY2018-Conference-Call-Recording.mp3>

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

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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 through the fusion of digital and behavioural data

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