

11 April 2018

MULTI-YEAR CONTRACT SIGNED WITH PRECISION GROUP RETAIL PROPERTY ASSETS ACROSS AUSTRALIA & NEW ZEALAND

Highlights:

- **Three year contract executed for Skyfii to deliver services across Precision Group retail property assets**
- **Contract provisions the deployment of Skyfii's full suite of 'IO Platform' services (IO Connect, IO Insight and IO Engage) as well as Marketing Services (MS)**
- **Total of five shopping centres to be deployed across Australia and New Zealand**

SYDNEY, AUSTRALIA, 11 April, 2018 - Skyfii Limited (ASX:SKF) ("Skyfii" or the "Company") a data analytics and marketing services company, is pleased to announce that it has signed a Services Agreement (SA) with Precision Group.

The agreement will see Skyfii deploy its 'IO' platform services, including 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools) across five of Precision Group's retail property assets on a three year contract term, with properties including Macarthur Central and Adelaide Central Plaza in Australia and Shore City Shopping Centre in New Zealand.

In addition, the Precision team has contracted Skyfii's Data Consultancy Service (DCS) and Marketing Services (MS) to accelerate and support the application of Precision Group's digital and data strategy, a core focus for the organisation's long term competitive advantage.

Mr Roger Hatem, Precision Group CTO, commented "The collection and analysing of customer data using the Skyfii platform will allow us to customise and create personalised communications that connect our retailers with our visitors, adding value to their shopping experience".

Precision Group was founded in 1994 by Shaun Bonétt and is one of the most successful private property investment companies in Australia and New Zealand, owning and managing a diversified retail, commercial and hospitality portfolio.

Mr John Rankin, Skyfii Chief Operating Officer commented "It is with great pleasure that we welcome Precision Group as our first major retail property customer for 2018.

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We are confident in the capabilities of the 'IO' platform to not only meet Precision Group's needs, but that of the bricks and mortar retail industry, as we enable physical venues to compete with the introduction of Amazon and growth of ecommerce".

Mr Shaun Bonétt, CEO and Founder of Precision Group commented: "The future of traditional retail is to embrace technology. Major retail groups have to get smarter to compete with their multinational competitors, especially online retailers.

Skyfii enables greater intelligence into customer trends, bringing online retail tactics to bricks-and-mortar businesses like ours, so that tenants can offer more effective marketing and sales campaigns, utilising equal levels of intelligence available to ecommerce".

Mr Bonétt said the deployment across Precision Groups' five retail assets, will serve as a crucial mechanism to analyse and improve the shopping environment it provides across its centres.

"More importantly, we know this knowledge will empower our operations and marketing teams to improve shopper personalisation, and therefore, the shopping experience, returning value to both our tenants and shoppers. Skyfii will enable Precision Group to leverage data and technology, in order to drive a competitive advantage that challenges the growth of online retail," he said.

Continued Market Leading Position

This contract represents another successful execution for Skyfii in the Retail property industry, joining existing clients like, The GPT Group, Mirvac, Scentre Group, Aventus Property, ISPT, JLL, 151 Property and now Precision Group. This pedigree of customers and Skyfii's expert knowledge in providing services and products to the retail property sector, is expected to carry forward across Skyfii's other global markets.

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About Precision Group

Precision Group was founded in 1994 by Shaun Bonétt and is one of the most successful private property investment companies in Australia and New Zealand, owning and managing a diversified retail, commercial and hospitality portfolio.

On the 22nd November 2017, Shaun Bonétt was announced as an appointed Non-Executive Director of Skyfii.

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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 the 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)

Skyfii also engages clients to provide further revenue generating services:

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

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