

18th April, 2018

## SKYFII SIGNS MULTI-YEAR CONTRACT WITH LEWIS LAND GROUP

### Highlights:

- **Three year contract executed for Skyfii to deliver services across Lewis Land Group's retail property assets**
- **Contract provisions for the deployment of Skyfii's IO Platform services - 'IO Connect' (data collection) and 'IO Insight' (data analytics)**
- **Contract scope included the initial provisioning of network infrastructure across two large open plan shopping centres**

**SYDNEY, AUSTRALIA, 18th 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 three year contract with prestigious Australian property developer, Lewis Land Group.

The agreement initially provisioned Skyfii to deploy network infrastructure to support the implementation of Skyfii's 'IO Platform' services, including 'IO Connect' (data collection) and 'IO Insight' (data analytics), across Lewis Land Group's two 'Harbour Town' large open plan shopping centres in Adelaide and the Gold Coast.

Lewis Land Group recently formalised Skyfii's provisioning of Platform services, 'IO Connect' (data collection) and 'IO Insight' (data analytics), signing a three year contract. This followed the initial provisioning of network infrastructure, by Skyfii, leading into the busy Christmas period and activation of the IO Platform's data analytics in early 2018.

Lewis Land Group is Australia's oldest private property developer, having developed more than 20,000 residential lots along Australia's coastline. In the late 1990s, Lewis Land Group were the first to introduce outlet shopping to Australia, delivering value for customers in a unique open-air environment. Its centres are widely recognised and desired as the best in market.

Lewis Land Group CEO Chris Calvert said "The provision of free WiFi at our centres exemplifies our commitment to providing our customers with a first-class experience, and we are delighted to partner with SkyFii to bring this to life".

Mr John Rankin, Skyfii Chief Operating Officer commented "The Harbour Town shopping centres are both large, outdoor open plan venues with an broad variety in tenancy and shopping precincts.

18th April, 2018

By deploying Skyfii's 'IO Platform' the asset teams will have an ability to unlock key insights into shopper affinities and space usage, enabling Lewis Land Group to report on the performance of assets, including measuring footfall and dwell time reporting to inform tenant leasing decisions.

More importantly, the available customer behaviour insights that the 'IO Platform' generates will support Lewis Land Group, as they strive to implement this rich information to develop improved shopping experiences, allowing teams to implement initiatives and activations, with an ability to analyse and report on the success using data analytics.

The deployment of services to Lewis Land Group represents another successful execution for Skyfii in the retail property industry, extending our position as the leading provider of services within Australia."

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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).

18th April, 2018

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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