

2nd May, 2018

## **SKYFII QUARTERLY ACTIVITIES UPDATE CONFERENCE CALL Q3 FY2018**

**SYDNEY, AUSTRALIA, 2nd May, 2018 - Skyfii Limited (ASX:SKF)**, a data analytics and marketing services company, is pleased to invite shareholders to participate in the 31st March 2018 ended quarterly activities update conference call by Skyfii's Chief Executive Officer, Wayne Arthur on Wednesday the 9th of May 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:**

Wednesday 9th of May at 11:00am (AEST / Sydney time)

### **Dial-in details:**

Australia	1800 123 296 (toll-free) / +61 2 8038 5221 (toll)
United Kingdom	0808 234 0757
United States	1855 293 1544
Canada	1855 5616 766
Hong Kong	800 908 865
Singapore	800 616 2288

**Conference ID:**      **7377926**

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

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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:

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- 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.

**Media contact:**

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