

15th May, 2018

## SKYFII SIGNS CONTRACT WITH LUXURY FASHION BRAND VERSACE ACROSS EUROPE

### Highlights:

- **One year contract signed with Versace luxury fashion brand in Europe**
- **Contract for the deployment of Skyfii's 'IO Connect' (data collection) SaaS recurring revenue 'IO Platform' service across 45 Versace retail venues**
- **Further potential to upsell 'IO Insight' services**

**SYDNEY, AUSTRALIA, 15th May, 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 one year contract with luxury fashion brand Versace.

The agreement will see Skyfii deploy its 'IO Connect' (data collection) platform across 45 Versace retail venues in Europe on an initial one year contract, replacing an incumbent provider.

Skyfii's solution scalability, ease of captive portal management and integration capabilities with the wireless infrastructure provider, Aruba Networks were key aspects of winning the contract against the incumbent data analytics provider.

Versace's operations and marketing teams will be able to leverage 'basic analytics' from the 'IO Connect' toolset to understand customer dwell times, visitation and demographic trends, in addition to providing a high-quality guest WiFi experience utilising the feature rich platform capabilities.

The contract is being delivered in partnership with Skyfii's distributor Telcomms and System Integrator, Project Informatica, resellers of Skyfii's products and services across Europe.

Upon completion of the initial 12 month term, Versace has expressed their interest to move to a multi-year contract term and extend the subscription services to include 'IO Insights'.

John Rankin, Chief Operating Officer, Skyfii commented "It is with great pleasure that we welcome Versace as a new customer for Skyfii. Securing such a prestigious and globally

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recognised luxury brand represents another successful milestone for Skyfii as we enter into the European fashion space.

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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).

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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