

17th May, 2018

## **SKYFII GROWS EXISTING CONTRACT VALUE WITH NUFFIELD HEALTH IN THE UNITED KINGDOM**

### **Highlights:**

- **Skyfii 'IO' platform services to be deployed across an additional 72 Nuffield gym and hospital venues**
- **Total sites deployed to grow to 142 on three-year contract terms**
- **Contract includes the deployment of Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS platform services, which attract recurring revenues**

**SYDNEY, AUSTRALIA, 17th May, 2018** - Skyfii Limited (ASX:SKF) ("Skyfii" or the "Company") a data analytics and marketing services company, is pleased to announce that it has extended the deployment of services with one of the leading healthcare providers in the United Kingdom, Nuffield Health.

Skyfii successfully contracted earlier in the year (announced 28th of March 2018) with Nuffield Health for the deployment of Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS recurring revenue 'IO Platform' services, across 70 venues operated by Nuffield Health in the United Kingdom (UK). The extension of this agreement will see an additional 72 sites deployed, bringing the total number of hospital and gym venues deployed to 142 across the UK.

The growth in contract value through additional deployments across Nuffield's venues highlights scalability of the 'IO platform' in multi venue groups who service high foot traffic.

Skyfii is strategically positioned to grow sales in the gym and healthcare venues vertical in Europe following the acquisition of Causely, whose customers include F45, Orange Theory and Anytime Fitness in the US.

The contract with Nuffield is being delivered in partnership with infrastructure and security company Ampito Group, a reseller of Skyfii's products and services within the United Kingdom.

Wayne Arthur, Skyfii's Chief Executive Officer said "We are extremely pleased to be extending services across Nuffield Health's portfolio of venues. The extension of services is a clear indication of the value Nuffield is receiving from Skyfii's 'IO Platform' services.

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More importantly this growing diversity of Skyfii's customers, highlights the adaptability our 'IO Platform' has across varying industries, an indication that our strategic decision to target these verticals is working."

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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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