

13th June, 2018

## **SKYFII SIGNS NATIONAL SERVICE STATION AND TOLLED MOTORWAY GROUP IN ITALY**

- **Skyfii to contract with distributor Telcomms for the delivery of the service to the end-customer.**
- **Leading Italian service station and tolled motorway operator to deploy Skyfii's IO Connect (data collection) and IO Insight (data analytics) platform services throughout 210 petrol convenience venues across Italy**
- **Customer visitation to portfolio of service stations exceeds 300 million annually**
- **New contract represents Skyfii's first customer in the petrol convenience retail vertical**

**SYDNEY, AUSTRALIA, 13th June, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed an initial 12-month contract with Italian based distributor, Telcomms to resell Skyfii's 'IO Platform' solution to a national service station and tolled motorway group in Italy. The agreement includes an option for Telcomms to extend the agreement to a multi-year term, and will be negotiated upon completion of the initial 12 month term.

The agreement will see Skyfii deploy its 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS Platform' services, which attract recurring revenues, across 210 service stations throughout Italy. The venues account for 45% of all service stations across the Italian motorways, with the client receiving more than 300 million customer visits to their venues each year.

The contract is being delivered in partnership with Skyfii's Italian based distributor, Telcomms and system integrator, Tecnosistemi - resellers of Skyfii's products and services across Europe.

The national service stations, which are located across the tolled motorways are structured as retail and convenience venues, with multiple tenants providing a variety of services, including food, coffee and other public amenities. Having already deployed guest WiFi services across their network of fuel stations, the client will now also be able to capture unique insights into customer behaviour, loyalty and visitation, allowing them to analyse performance trends of the venues using Skyfii's 'IO Platform' solution.

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John Rankin, Chief Operating Officer; Skyfii, commented "It is with great pleasure that we welcome this national service station and tolled motorway group, as a new client for Skyfii within the Italian market. Since establishing a presence within the United Kingdom two years ago, our team has found growing success within the European market, particularly due to the quality of reseller and delivery partners we have engaged within the region."

### **New verticals and continued international success**

The contract represents another successful execution and continuation of Skyfii's strategy to target new verticals within its growing international markets. Recent new verticals include grocery, cultural centres, health and fitness and now petrol convenience venues. This continued success has led to the United Kingdom operations becoming one of the fastest growing regions by revenue for Skyfii, a trend which is expected to continue.

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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



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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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