

19th June, 2018

## **SKYFII SIGNS MULTI YEAR MASTER SERVICES AGREEMENT WITH NANDO'S IN AUSTRALIA**

### **Highlights:**

- **Master Services Agreement to cover Australian corporate owned and franchised owned restaurants**
- **Deployment to extend across all 120 corporate restaurants with the option to extend the service to an additional 100 franchise restaurants**
- **Deployment provisions access to Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS recurring revenue platform**
- **Another key win in the lucrative quick service retail (QSR) vertical**

**SYDNEY, AUSTRALIA, 19th 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 a Master Services Agreement (MSA) with Nando's Australia. The initial contract will provision the deployment of Skyfii's SaaS recurring revenue 'IO Platform' services, over a two-year contract term, across 120 corporate Nando's restaurants within Australia.

Nando's is an international restaurant business originating in South Africa. Founded in 1987, Nando's now operate a global network of 1,000 restaurants across 30 countries.

The signed MSA with Nando's Australia follows a successful trial within selected venues, showcasing Skyfii's 'IO Platform' capabilities. The Skyfii 'IO Platform' will support the enhancement of the Nando's customer experience.

Furthermore, the 'IO Platform' will provide critical venue management insights such as dwell time, volume of customers, and frequency and recency of customer visits, allowing Nando's to leverage these learnings - improving operational efficiency and the overall customer experience.

Wayne Arthur, Chief Executive Officer; Skyfii, commented "I'm very pleased to welcome Nando's Australia as a new customer for 2018. As a premium brand within the food retail industry, Nando's set a level of superior service and quality which we are proud to support.

The deployment of Skyfii's (SaaS) platform with Nando's follows a compelling trial period that allowed our business to demonstrate the clear return from our analytics and

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marketing platform. As this relationship progresses, we look forward to the opportunity to expand our services across the entirety of Nando's Australian venues."

Skyfii has been growing its presence in the Quick Service Restaurant (QSR) vertical, with this announcement following a separate deployment across a United Kingdom and United States based premium fast-food chain, covering 342 stores; which signed a three-year contract (announced 12th of April 2017).

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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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# skyfii

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