

26th June 2018

## **SKYFII AND CINCINNATI BELL DELIVER SMART CITIES SOLUTION TO CITY OF COVINGTON, KENTUCKY, USA**

### **Highlights:**

- **Skyfii to deploy its 'IO Platform' on a three-year contract term**
- **Provisions full suite of 'IO Platform' services, 'IO Connect' (data collection), 'IO Insight' (data analytics) & 'IO Engage' (marketing tools)**
- **Initial deployment of wireless infrastructure and Skyfii services across Covington's Central Business District**
- **Another successful project delivered in partnership with Cincinnati Bell, a Skyfii reseller in North America.**
- **Skyfii's second smart city deployment in North America**

**SYDNEY, AUSTRALIA, 26th June, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company), a data analytics and marketing services company, is pleased to announce that its services will be delivered to the City of Covington, Kentucky on a three-year contract term.

Skyfii is partnering with Cincinnati Bell on the project, which continues Cincinnati Bell's commitment to provide high-speed, public WiFi networks in high-traffic areas throughout Greater Cincinnati and Northern Kentucky.

Public WiFi networks are increasingly mission-critical for businesses and municipalities that are focused on providing value-added services and experiences to their customers and constituents.

"Public WiFi offers a new dimension to our urban core by offering a public service while also strengthening public spaces. It opens possibilities for the distribution of information and broader community engagement," said Katie Meyer, Executive Director of Renaissance Covington, a small nonprofit aimed at revitalizing Covington's historic downtown through creative placemaking, special events, community programming, and business support.

The win represents another high-profile smart cities project for Skyfii in North America.

"Having previously deployed services for the City of Cincinnati in partnership with Cincinnati Bell, it is extremely pleasing to see the success of this project carried across to the neighboring City of Covington," said Wayne Arthur, Chief Executive Officer of Skyfii.

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“Our services, integrated with Cincinnati Bell’s WiFi services, will provide a local area marketing and communication platform for events, advertising, and businesses to promote their goods and services.”

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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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