

3rd July, 2018

## **SKYFII EXTENDS NANDO'S ENGAGEMENT INTERNATIONALLY WITH ADDITIONAL 400 RESTAURANT DEPLOYMENT**

### **Highlights:**

- **Deployment across 400 global restaurants on a three-year contract term**
- **Deployment provisions access to 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS recurring revenue platform**
- **Another key win in the lucrative quick service retail (QSR) vertical and successful extension of partnership with Nando's Group globally**

**SYDNEY, AUSTRALIA, 3rd July, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has extended its deployment with Nando's to include a further 400 global restaurants on a three-year contract term.

Collectively Skyfii will now have contracted to deploy services across 520 restaurants, representing over 40% of Nando's global network of restaurants.

The global deployment extension, follows successful trialing internationally within selected venues, showcasing the 'IO Platform' capabilities.

These trials allowed the 'IO Platform' to showcase its ability to 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, CEO; Skyfii commented "I'm very pleased to announce the addition of 400 global restaurants to Skyfii's engagement with Nando's, following the recent announcement of a signed agreement for the deployment of services to the Australian restaurant chain. As a leading QSR brand globally, Nando's is a hallmark for exemplary customer service and experience, pioneering a service offering that has become a household name globally.

Having now contracted to deploy services across 520 Nando's restaurants globally, Skyfii can proudly state that our solution is a valued component of the services restaurant industry."

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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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