

19th of July, 2018

## Skyfii Quarterly Activities Update Conference Call Q4 FY2018

**SYDNEY, AUSTRALIA, July 19th 2018** - Skyfii Limited (ASX:SKF), a data analytics and marketing services company, is pleased to invite shareholders to participate in the 30th June 2018 ended quarterly activities update by Skyfii's Chief Executive Officer, Wayne Arthur on Thursday the 26th of July at 11:00 am (AEST / Sydney time).

During the call, Wayne Arthur will present an activities update followed by a Q&A session.

### Date and time

26th July at 11:00am (AEST / Sydney time)

### Add this Event to your Calendar

[Apple](#) [Google](#) [Outlook](#) [Outlook.com](#) [Yahoo](#)

### Dial-in details

Australia	1800 123 296
United Kingdom	0808 234 0757
United States	1855 293 1544
Hong Kong	800 908 865
Singapore	800 616 2288

**Conference ID** 3798237

The event will be recorded and a replay will be made available following the session.

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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 with clients to provide further revenue generating services:

- Data Consultancy Services: Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services: Delivering best in-class data-driven marketing practices, empowered by the analysis of digital and behavioural data

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