

14th August, 2018

## SKYFII RENEWS CONTRACT WITH WAVERLEY COUNCIL

### Highlights:

- **Renewal of Waverley Council contract for one-year**
- **Contract provisions access to Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) SaaS recurring revenue platform**
- **Continuation of Skyfii's first local government deployment, supporting Waverley Council's 'Smart Cities' initiative**

**SYDNEY, AUSTRALIA, 14th August, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has renewed its contract with Waverley Council in Sydney Australia for a further one-year period for the provision of its SaaS recurring revenue 'IO Platform' services.

Under the pre-existing agreement, Skyfii has provided guest WiFi services across the 'Golden Mile', a stretch of coast line that included the areas of Bondi Beach and Park, Tamarama Beach and Bronte Beach suburbs of Sydney. Recent inclusions to the deployment have extended this reach to include Bondi Junction, which now provides Waverley Council key insights into public transport utilisation between the beaches and the transport hub.

As one of Sydney's premier tourist destinations; Waverley Council's municipal region receives a large-influx of visitors during the Australian summer period, with Skyfii recording +35 million visits to the region since deployment. This data serves as a critical reporting tool for the Council, used to support facilities development and operations, and identify likely maintenance requirements across the popular coastal track.

John Rankin, Chief Operating Officer; Skyfii, commented "We are extremely pleased to have been given the opportunity to renew our contract for a third year with Waverley Council, the custodian of Bondi Beach and other iconic Australian coastal destinations. Skyfii is privileged to play a part in supporting the Council to meet the evolving needs of visitors, residents and tourists who access the area."

Kevin Trinh, Executive Manager, Digital Waverley, commented "As part of council's Smart Cities initiative, we are always on the lookout for opportunities to improve our service delivery and offerings to our community. The Skyfii platform enables this by providing insights around demographics and movement patterns; improving our understanding of our community and their needs."

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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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