

28th August, 2018

Skyfii Signs Multi-year Contract with French Fashion Retailer Kooples

Highlights:

- **Three year contract signed with Kooples fashion retailer**
- **Contract provisions the deployment of 'IO Connect' (data collection) across 100 of Kooples French based retail venues.**
- **Contract delivered in partnership with Ampito Group (United Kingdom)**
- **First retailer signed in France**

SYDNEY, AUSTRALIA, 28th August, 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 three year contract with French fashion retailer, Kooples.

The French retailer operates 321 outlets in Europe, with an additional 30 points of sale in the United States, including US retailer Bloomingdale's.

The three year contract will provision Skyfii's IO platform (SaaS recurring revenue) services across 100 of Kooples French based retail venues. As part of the agreement the Retailer will receive access to, 'IO Connect' (data collection) and associated basic level of analytics.

Wayne Arthur, Chief Executive Officer, Skyfii commented "It is with great pleasure that I welcome Kooples as a new customer for Skyfii in the European and United Kingdom market.

The deployment of the IO Platform will serve as a meaningful tool for Kooples to report on customer visitation behaviour and venue performance measurements. Importantly, these insights will provide Kooples with a greater level of detail into their customer needs and behaviours. Enabling the fashion retailer to deliver services and experiences personalised to their customers."

Continued Growth in EMEA and Strategic Partnerships

The deployment of services for Kooples follows a number of prior announced contracts in the European and United Kingdom market, including the grocery, retail property, fast-food chain, health and wellbeing and education verticals. A core strategic approach for Skyfii in this market has been the signing of key partners as a means of sales development. The signed agreement with Kooples was secured in partnership with

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Ampito, a technology solutions, cloud services and digital media distributor in Europe and the United Kingdom.

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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.

Media contact:

John Rankin
Chief Operating Officer
Skyfii
P: +61 2 8188 1188
E: john.rankin@skyfii.com
W: www.skyfii.com