

5th November 2018

## **SKYFII SIGNS CONTRACT WITH LEADING AUSTRALIAN PROPERTY GROUP ISPT**

### **Highlights:**

- **Agreement for an initial 1 year term signed with ISPT Australia**
- **Contract for the deployment of Skyfii's 'IO Platform' services (SaaS recurring revenue), including 'IO Insight' (data analytics) across 32 retail and commercial office towers Australia wide**
- **ISPT is a leading Australian commercial, retail, industrial and residential property investor and developer with a portfolio of \$17.1 billion assets under management**
- **The contract further cements Skyfii's position as the leading analytics provider to the Australian and New Zealand property sector**

**SYDNEY, AUSTRALIA, 5th November, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed an initial 1 year contract with leading Australian property investment firm, ISPT.

ISPT is an investor and developer of commercial, retail, industrial and residential property in Australia, holding a \$17.1 billion portfolio. The agreement provisions the deployment of Skyfii's 'IO Insight' (data analytics) services across 32 retail and commercial office towers located in Australia.

ISPT engaged Skyfii after seeking a solution that would allow for the provision of an analytics reporting suite to measure the performance of their portfolio of shopping centres and commercial office towers. Deploying Skyfii's 'IO Insight' component of 'IO Platform' services will provide ISPT with critical venue management insights such as volume of customers, dwell time, and frequency and recency of customer visits, allowing ISPT to improve operational efficiency and the overall customer experience.

John Rankin, Chief Operating Officer; Skyfii, commented "It is with great pleasure that we welcome ISPT as a new client of Skyfii. As a leading Australian property investment fund, Skyfii is proud to be in partnership with ISPT as they look to generate greater customer insights to improve the performance of their portfolio of properties."

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The partnership with ISPT is further acknowledgement that Skyfii is the leading analytics and marketing services provider to the Australian and New Zealand property sector.

This contract follows a number of successful contracts with property groups in Skyfii's portfolio of clients including; Scentre Group, the GPT Group, Mirvac, Aventus, Lewis Land Group and IPOH.

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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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**Media**

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