

29 November 2018

DIRECTOR NOMINATION UPDATE – SHAUN BONETT

SYDNEY, AUSTRALIA, 29 November, 2018 - Skyfii Limited (ASX:SKF) (“Skyfii” or “the Company”) a data analytics and marketing services company, announces Shaun Bonett has withdrawn his nomination for election as a Director of Skyfii.

James Scott, Skyfii Limited Chairman said “we thank Shaun for his support over the past 12 months and look forward to his continued involvement in the company in an unofficial way.”

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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 the 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,

Page. 1

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29 November 2018

empowered through the fusion of digital and behavioural data

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