

31st January 2019

## SKYFII LIMITED APPOINTS NEW CHAIRMAN

**SYDNEY, AUSTRALIA, 31st January, 2019** - Skyfii Limited or "Skyfii" (ASX:SKF) a data analytics and marketing services company, wishes to announce the retirement of Mr James Scott, Chairman and Non-Executive Director, following a five year tenure as a Director and three year tenure as Chairman of the Skyfii Board of Directors.

In addition, the Company wishes to announce the appointment of existing Non-Executive Director, Mr Andrew Johnson, to the role of Chairman of the Board of Directors.

Mr James Scott commented, "Since joining the board at the time of IPO in 2014, I cannot be prouder of what we have built, taking a small Australian WiFi analytics company to a global enterprise grade data and analytics business. As Skyfii enters its next growth phase, I have reassessed my ability to make the necessary commitments to the business. I am stepping down due to time commitments related to my full-time role leading Accenture Digital ANZ, and I feel fully confident that the appointment of Andrew as an existing Director to the Non-Executive Chairman role will provide consistency and seamless continuity at the board level. Andrew is extremely competent and experienced and will provide strong guidance and leadership as incoming Chairman. I also wish the Skyfii team much continued success."

The Company would like to sincerely thank James for his direction and support over the past five years. In particular, it would like to record its appreciation for James' guidance and rigour during the previous two financial years, during which Skyfii has recorded many significant achievements including doubling of revenue year on year, substantially growing its international footprint, completing two value accretive acquisitions and reaching a breakeven position at the EBITDA level during FY2018.

Mr Andrew Johnson has been a Non-Executive Director of Skyfii since its listing on the ASX in late 2014 and brings extensive experience in the technology and telecommunications industry, both within Australia and internationally. Andrew has held senior executive roles at Computer Sciences Corporation and Telstra and was CEO of Tenix Defence Systems (formerly Transfield). He is currently Managing Partner of the Delta Systems International group of companies and Chairman of Kumul Telikom Holdings, the national carrier/international transmission provider for PNG.

31st January 2019

## 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 SaaS 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

John Rankin  
Chief Operating Officer  
Skyfii  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)  
W: [www.skyfii.com](http://www.skyfii.com)

## Investors

Glen Zurcher  
Account Director  
Investor Relations Department  
P: +61 420 249 299  
E: [glen.zurcher@irdepartment.com.au](mailto:glen.zurcher@irdepartment.com.au)