

5th February 2019

## **SKYFII SIGNS THREE YEAR CONTRACT WITH SOMERSET COUNTY CRICKET CLUB IN U.K.**

### **Highlights:**

- **Skyfii signs three year contract with distinguished Somerset County Cricket Club for deployment in the Cooper Associates County Ground**
- **Contract includes the deployment of Skyfii's 'IO Platform' services - IO Connect (data collection), IO Insight (data analytics) and IO Engage (marketing tools)**
- **The contract represents another win for Skyfii in the lucrative sporting event and stadium vertical**

**SYDNEY, AUSTRALIA, 5th February, 2019** - 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 Somerset County Cricket Club (Somerset CCC) to deploy its SaaS recurring revenue 'IO Platform' services across their stadium.

The distinguished cricket stadium and Club, Somerset CCC, consistently draws a diverse range of visitors to its stadium, from cricket spectators, families, tourists and corporates.

The agreement provisions the deployment of Skyfii's full suite of 'IO Platform' services, including 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools).

Skyfii's IO Platform will provide Somerset CCC with valuable insights, such as visitor frequency, visitor flow and visitation trends, providing the operational and marketing teams with a better understanding of patron engagement with sporting events and the stadium, grounds and facilities. The addition of 'IO Engage' will also enable Somerset CCC to use unique content delivery capabilities, including in-venue messaging and engagement. The technology engagement solution will also be available on non-match days, adding additional value to Conferencing & Events business.

The contract is being delivered in partnership with ITEC, a managed services provider and Skyfii reseller within the United Kingdom.

Sarah Trunks, Strategy Director at Somerset County Cricket Club said "We are delighted to be working with ITEC and SkyFii to deliver in-ground Wi-Fi to our members,

**5th February 2019**

supporters and visitors. As the digital and technology worlds continue to advance, it is becoming increasingly important for businesses to collect and use data intelligently in order to ensure their marketing strategy is optimised, whilst providing customers with an outstanding experience.

This is an exciting time for the Cooper Associates County Ground and the new technology will enhance the current match-day experience across all formats of cricket. The Ground has been transformed over the last ten years in terms of its physical infrastructure and this is the first key milestone on our digital journey which will ensure the Club remains one of the market leaders for both service and digital excellence on and off the pitch."

Wayne Arthur, Chief Executive Officer; Skyfii, shared "It is extremely pleasing to welcome Somerset County Cricket Club as Skyfii's first client in the stadia vertical in the UK. With the deployment of Skyfii's services, integrated with ITEC's WiFi infrastructure, Somerset CCC will be one of the most advanced stadiums in the UK, setting new benchmarks in the sporting industry."

###

## 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 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:



**5th February 2019**

- 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)

For personal use only