

7th February, 2019

## **SKYFII DECEMBER QUARTERLY BUSINESS REVIEW CONFERENCE CALL & Q&A RECORDING (Q2 FY2019)**

**SYDNEY, AUSTRALIA, 7th February 2019** – Skyfii Limited (ASX: SKF), a data analytics and marketing services company, is pleased to provide a recording of the December Quarterly Business Review Conference Call & Q&A (Q2 FY2019), hosted by Wayne Arthur (Chief Executive Officer) and John Rankin (Chief Operating Officer).

Access to the recording can be found using the link below:

<https://skyfii.io/wp-content/uploads/2019/02/Q2-FY2019-Conference-Call.mp3>

Alternatively, access to the recording and accompanying presentation can be found in the investor section of Skyfii's website:

<https://skyfii.io/investor/>

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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 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)

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Skyfii also engages with clients to provide further revenue generating services:

- Data Consultancy Services: Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services: Delivering best in-class data-driven marketing practices, empowered through the fusion of digital and behavioural data

## Media

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