

13th February, 2019

## **SKYFII SIGNS CONTRACT WITH LEADING LARGE FORMAT RETAIL LANDLORD - HOME CONSORTIUM**

- **Three-year contract signed with Home Consortium (Home Co), Australia's leading large-format retail landlord**
- **Deployment of WiFi and people counting technology already completed across 23 retail centres**
- **A further 18 retail centres planned for future deployment**
- **Contract includes the deployment of Skyfii's 'IO Platform' services 'IO Connect' (data collection) and 'IO Insight' (data analytics)**

**SYDNEY, AUSTRALIA, 13th 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 leading large format retail landlord, Home Co in Australia.

The contract includes the deployment of WiFi infrastructure and heat thermal people counting sensors across the Home Co portfolio, with 23 centres already having been deployed and a further 18 planned for future deployment (announced on an unnamed basis in the September 2018 quarterly report Q1 FY19).

Home Co acquired the Masters Home Improvement property portfolio late in 2016 and subsequently converted the properties into a portfolio of retail centres, offering an exciting new retail experience with convenient, value for money shopping, leisure and lifestyle services Australia wide.

Under the agreement, Home Co will have access to Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) products under its SaaS (software-as-a-service) recurring revenue platform. The products will be used by Home Co as a business critical reporting tool to assess asset and tenancy performance, with insights including but not limited to, people counting, shopper flows, dwell time and shopper profiling. In addition, the tools will also serve as an intelligence tool to help better understand customer behaviour, inform decision making regarding the customer experience and tenancy engagement.

John Rankin, Chief Operating Officer; Skyfii, commented "It is with great pleasure that we welcome Home Co as a client of Skyfii. The combination of our people counting solution and free WiFi service in centre for shoppers will allow Home Co to measure the

**13th February, 2019**

performance of their expanding portfolio of retail centres. Having worked closely with the team, Skyfii is excited to be partnering with Home Co as they complete their rollout”.

This contract follows a number of other successful agreements by Skyfii within the Australian retail property sector, including ISPT, Scentre Group, the GPT Group, Mirvac, Aventus, Lewis Land Group and others. This contract reconfirms Skyfii’s position as the leading provider in data analytics and marketing services to the Australian and New Zealand retail property sector.

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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)

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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