5th March 2019

SKYFII SIGNS MASTER SERVICES AGREEMENT WITH NORTH AMERICAN RETAIL PROPERTY GROUP CAFARO

Highlights:
- **Three-year Master Services Agreement (MSA) signed with North American retail property group Cafaro**
- **Initial rollout of Skyfii's 'IO Platform' into Eastwood Mall in Ohio completed, with further mall deployments under discussion**
- **Contract provisions access to Skyfii's full suite of 'IO Platform' services including 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools)**
- **Cafaro is the United States' largest privately owned property owner-developer with over 50 retail malls across the USA**
- **First deployment for Skyfii in the US malls vertical; growing presence in North American market with existing contracts in the smart city and university verticals**

SYDNEY, AUSTRALIA, 5th March, 2019 - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce that it has signed a three-year Master Services Agreement (MSA) with North American retail property group, Cafaro Company (Cafaro), initially deploying services into the Eastwood Mall in Ohio.

Cafaro is America's largest privately owned shopping centre development and management company. Cafaro began in the 1940s as a property developer for grocers and has since grown to encompass more than 50 properties and has developed over 30 million square feet of space across 14 states.

The MSA provisions access to Skyfii's 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools) under its SaaS (software-as-a-service) recurring revenue platform. Deployment of Skyfii's 'IO Platform' has begun with the Eastwood Mall complex in Ohio, initially. Eastwood Mall is one of the largest retail complexes in the United States with over 3.3 million square feet of shopping dining, entertainment and lodging including 20 theatre screens and 125 specialty shop tenants.

The signed MSA with Cafaro will provide Skyfii with an ability to quickly implement its solution across further mall properties within the Cafaro portfolio as requested, with both parties already in discussion to implement the solution into additional retail malls.

Deployment of Skyfii's 'IO Platform' will serve as a critical, new business solution for Cafaro, as they look to leverage the analytical toolset to better understand the behaviour of their customers and venue performance through Skyfii's 'IO Insight' module. The application of 'IO Engage' will also provide advanced marketing capabilities to the Cafaro marketing team, allowing delivery of personalised marketing campaigns that directly address the demographic, behaviour and interests of shoppers.

Sable Beshara-Kyle, Digital Channel Manager, Cafaro, commented "We're delighted with not just the customer data and insights that Skyfii is providing, but with the simple fact that visitors to our mall are enjoying a better, more satisfying overall experience as a result."

Wayne Arthur, Chief Executive Officer, Skyfii, commented "Having built a position as a leading data intelligence provider to retail property groups in Australia, the United Kingdom and Europe, we are really pleased to welcome Cafaro as our new mall customer within the North American market. As the United States' largest privately owned shopping centre development and management company, it is an honour to partner with an industry leader.

The three-year contract with Cafaro further highlights Skyfii's continued success as the business expands and grows internationally, bringing analytics, customer insights and marketing tools to industry leading clients globally."

The MSA with Cafaro marks Skyfii's first entry into the North American shopping mall vertical. Skyfii has a growing presence in the North American market with contracts in the smart cities and universities vertical, recently announcing contract wins with the City of Fairborn and University of Dayton in Ohio, as well as with the City of Covington (announced June 2018) and City of Cincinnati (announced October 2016).

About Skyfii

Skyfii helps physical venues measure, predict, and influence customer behaviour.

Thousands of shopping centres, airports, retailers, smart cities, universities, restaurants, and other venues, large and small, rely on Skyfii to help improve venue performance and create better experiences for their visitors and customers.

As the world's most trusted omnidata intelligence company, Skyfii collects and analyses billions of data points each month from venues across five continents.

Our cloud-based software platform, the IO Platform, helps venues visualise trends from digital and physical data in a single system of record. The IO Platform also provides location and behaviour based communications software and tools to manage guest Wi-Fi across multiple locations.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services group: a team of data science and marketing consultants who help clients effectively gain more value from their data.

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

Learn more at www.skyfii.com

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