

4th April 2019

## SKYFII SIGNS THREE YEAR CONTRACT WITH FORTIUS FUNDS MANAGEMENT

### Highlights:

- Three-year contract signed with Fortius Funds Management for two Australian Shopping Centres, Mid-City Centre (Sydney) and Albany Creek Village (Brisbane)
- The Skyfii contract provisions the deployment of Skyfii's SaaS recurring revenue 'IO Platform' services, 'IO Connect' (data collection) and 'IO Insight' (data analytics)
- The deal further extends Skyfii's position as the leading data intelligence provider to Australian retail property sector

**SYDNEY, AUSTRALIA, 4th April 2019** - Skyfii Limited (ASX: SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce that it has signed a three-year contract with Fortius Funds Management (Fortius).

Fortius is an Australian, independent specialist property funds and asset manager having invested in over 85 projects in office, retail, mixed-use and value-add real estate. Fortius has managed institutional funds for over 28 years and have invested in excess of \$4.1 billion in Australian real estate.

The agreement provisions the deployment of Skyfii's IO Platform services, including 'IO Connect' (data collection) and 'IO Insight' (data analytics) under its SaaS (software-as-a-service) recurring revenue platform, across Mid-City Centre in Sydney and Albany Creek Village in the greater Brisbane region.

The deployment of Skyfii's 'IO Platform' will serve as a critical, new business solution for Fortius by increasing visitor engagement through providing visitors a seamless Guest Wi-Fi portal experience. Skyfii's 'IO Insight' module will provide valuable analytical tools to better understand precinct performance, visitor flow and customer profiling.

John Rankin, Chief Operating Officer; Skyfii, commented "It is with great pleasure we welcome Fortius, an experienced Australian real estate fund manager as a valued Skyfii client. Having recently implemented at Mid-City Centre and Albany Creek, Skyfii is thrilled to work with Fortius for further rollout across their retail and mixed-use assets,

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as they look to gather greater insights into shopper behaviour in an effort to optimise customer experience.”

Nicholas Sproats, Chief Executive Officer; Fortius Funds Management, commented “Fortius’ track record is built on its demonstrated delivery of value-add projects and return for Investors. To this effect, we are constantly seeking to align with market leading third-party initiatives, to both understand our assets better, and undertake superior management decisions through the insights that these partnerships provide”.

The partnership with Fortius builds further on Skyfii’s position as the leading data intelligence provider for the Australian Retail Property REIT Sector with over 160 shopping centres contracted in Australian and New Zealand.

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## 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 recurring revenue 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, loyalty and engagement (data analytics)
- IO Engage: targeted content delivery, automated marketing and monetization

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(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](http://www.skyfii.com)

## 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)