



## ASX Announcement

### SKYFII ROLLS OUT DATA ANALYTICS SERVICES TO INTERNATIONAL SOUTH AFRICAN RETAILER

- Roll out of Skyfii's IO data analytics services to International South African retailer
- 89 large retail stores already live, following a successful competitive pilot program
- Global Master Services Agreement at a stage of advanced negotiation
- Demonstrates continued international expansion in retail vertical market for Skyfii

**SYDNEY, AUSTRALIA, March 28th 2017** – Skyfii (ASX: SKF) (Skyfii, or the Company), a data analytics and marketing services company, is pleased to announce that it has rolled out its services to 89 large retail stores in South Africa and is in advanced negotiations to finalize a long-term Master Services Agreement (MSA) with the group.

The South African based group is a leading international retailer with operations in a number of countries globally including Australia. The roll out of data analytics services to the South African based retailer is in line with Skyfii's strategy to expand globally in the retail vertical segment.

Once finalized, the MSA will see Skyfii rollout its IO platform subscription services across approximately 500 stores initially over a three year period.

Once finalized, the long-term contract is expected to run for three years with an option to extend for a further two years. This follows an extensive competitive pilot program.

Wayne Arthur, Skyfii CEO commented, "We are delighted to be rolling out Skyfii's IO platform with this flagship customer and a global market leader in the large format retail segment. The data and insights that are captured through our subscription based IO platform are now enabling the stores across the group to gain deeper insights into their store performance.

"On a practical level, this will provide the group with the ability to better optimize traffic flow through its stores and with richer data, have the ability to provide tailored offers and more personalized services to their customers. We are excited to conclude the initial roll-out and look to extend our relationship across all global markets with this retailer."

###



### **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 cloud-based solution in a subscription model consisting of three core 'IO' services:

- IO Connect: a data portal where data is collected (Data in)
- IO Insight: venue performance, customer behaviour and, loyalty & engagement (Insights out)
- IO Engage: targeted content delivery, automated marketing and monetization

Skyfii also engages with clients to provide further revenue generating services such as data science, targeted advertising and sponsorships, arising from the insights gained from its three core services.

For more information visit [www.skyfii.io](http://www.skyfii.io).

### **Skyfii Media contact:**

Wayne Arthur  
Chief Executive Officer  
Skyfii  
P: +61 2 8188 1188  
E: [wayne@skyfii.com](mailto:wayne@skyfii.com)