

16th January, 2018

## **SKYFII SIGNS MASTER SERVICES AGREEMENT WITH HSBC BANK AUSTRALIA**

### **Highlights:**

- **Three year contract term signed with HSBC Bank Australia.**
- **Deployment of Skyfii's SaaS 'IO' platform, including 'IO Connect' (Data Collection), 'IO Insight' (Analytics) and 'IO Engage' (Marketing Tools) across HSBC Australia's branch network.**
- **Represents first contract in the banking and financial sector.**

**SYDNEY, AUSTRALIA, 16th January, 2018 - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed a Master Services Agreement (MSA) with HSBC Australia. The agreement covers the deployment of Skyfii's SaaS 'IO' platform across HSBC Australia's branch network with a three year contract term.**

**HSBC Australia is an entity of HSBC Holdings plc, one of the world's largest banking and financial services organisations, with a network covering 67 countries and territories.**

**HSBC will use Skyfii's proprietary software platform in its branches across Australia to analyse customer behaviour in branch, in order to personalise and improve the overall experience.**

**John Rankin, Managing Director ANZ, Skyfii said "We are very pleased to have signed a MSA with HSBC Australia. With our staff having worked closely alongside the team at HSBC, we are confident in our platform's capability to meet the evolving needs of each branch."**

**Representing Skyfii's first contract in the banking and financial sector, the agreement with HSBC Australia is evidence of Skyfii's successful strategy execution to enter new verticals. The deployment further highlights the adaptability of the 'IO' platform for multiple industries, with a vertical list now including retailers, shopping centres, cultural centres, universities, airports, government and now banks.**

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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 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 with clients to provide further revenue generating services such as Data Consulting Services (DCS) and Marketing Services (MS) arising from the insights gained from its three core services.

## Collection of User Data

Skyfii treats data privacy very seriously and how data is collected, stored and used is of the utmost importance to our business.

In order for Skyfii to provide valuable insights and unearth business opportunities for our customers, the technology gathers two different data sets - anonymous and registered data.

Anonymous data collected, which contains no personal information, only shows the aggregate number or volume of visitors in a particular area at any given time. Venues use this anonymous data to understand dwell times, visitor flow and the ways in which visitors interact with the venue. This provides compelling insights and venue management considerations that help to inform future planning and development.



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**Data Protection**

**Skyfii take a number of steps to ensure data remains secure at every stage. This includes storing data securely in ISO 27001, SOC III, PCI DSS certified data centres. Data is kept within jurisdictional boundaries. Data is transmitted and stored using multiple levels of encryption that enforce the industry's most secure algorithms, such as 256 bit AES.**

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

**Skyfii Media contact:**

**John Rankin**

**Managing Director**

**Skyfii**

**P: +61 2 8188 1188**

**E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)**