

16th October 2018

## **SKYFII SIGNS MULTI YEAR CONTRACT WITH HABIB'S RESTAURANT CHAIN IN BRAZIL**

### **Highlights:**

- **Three-year contract signed with Habib's - major Quick Service Restaurant (QSR) chain across Brazil, operating over 400 venues across the country**
- **Contract includes the deployment of Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) services**
- **A total of 360 Habib's venues contracted, with an initial 100 venues planned for deployment by December 2018**
- **The contract represents another valuable win in lucrative QSR vertical**

**SYDNEY, AUSTRALIA, 16th October, 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 three year contract with Habib's in Brazil.

Operating over 400 restaurants across Brazil, Habib's is a household name specialising in Middle Eastern cuisine and Brazilian sandwiches. The venues have extensive reach across over one hundred cities in Brazil employing over 22,000 people.

The agreement will see the deployment of Skyfii's IO Connect (data collection) and IO Insight (data analytics) services. Initial deployment will be across 100 Habib's venues by December 2018 with the balance of contracted venues to be deployed in calendar 2019.

This contract is being delivered in partnership with Telesul, a strategic partner of Skyfii across Brazil. Hardware vendor Aruba, a Hewlett Packard Company has been engaged as hardware technology partner.

Habib's engaged Skyfii after seeking a solution that would allow for the provision of a seamless guest WiFi experience in addition to collecting visitor data, in order to improve the quality of service.

Deploying both Skyfii's IO Connect and IO Insight will provide Habib's with critical venue management insights such as dwell time, volume of customers, and frequency and recency of customer visits, allowing Habib's to improve operational efficiency and the overall customer experience.

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Wayne Arthur, Chief Executive Officer; Skyfii, commented "It is with great pleasure that we welcome Habib's as a new client of Skyfii. As a major restaurant chain across Brazil, Skyfii is proud to be in partnership with Habib's as they look to generate greater customer insights to improve venue performance".

### **Continued growth in the Quick Service Retail vertical**

The partnership with Habib's follows recent agreements with other chains, including Pret A Manger and Nando's in Australia and the UK, highlighting QSR as a key vertical for future growth.

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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 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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