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TOMIZONE®

Global Partnership between Tomizone and STQRY creates growth multiplier for both companies

PHW Consolidated Limited (ASX:PHW) and Tomizone Limited are pleased to announce an exclusive partnership with STQRY, to further enhance the delivery of world class analytics and consumer experiences. The partnership means the two collaborate further on platform integration, analytics and engagement innovation, joint sales and marketing. The companies have been working closely together imagining the most engaged digital exchange a brand can have with consumers, while creating a technology, platform and experience bringing it to life.

STQRY is an active and innovative company that offers 'in-the-moment' mobile and digital experiences by applying revolutionary technologies to improve the ways people access and use information.

Tomizone and STQRY are targeting customers across Australasia, Asia, North America and the Middle East. Auckland Council is the first customer to benefit, the re-launch of Auckland WiFi as "AKL ON" has seen a 40% growth in devices in its first month and is estimated to reach over a million WiFi sessions a year.

This has been achieved by leveraging STQRY's technology which offers location aware and engaging content customised for users such as daily deals, overlaid with Tomizone's easy to use, quick and flexible platform.

The companies plan to grow in complementary market verticals and geographies. The sales teams are working together to introduce world-leading engagement solutions to blue chip Customers.

STQRY has integrated TriceKit, its proprietary location aware software with Tomizone's Lightswitch® WiFi platform to serve venues such as shopping centers, airports, cities, stadiums and museums. TriceKit can be integrated with any existing software package and interacts with iBeacon hardware which allows for accurate indoor positioning.

For example, The Walt Disney Family Museum engaged STQRY to offer international visitors a uniquely

interactive guided experience in multiple languages. As a pioneer in indoor location services, STQRY created a world-class iBeacon experience by mapping the interior of the building and strategically installing iBeacons throughout the museum. This technology is able to locate visitors with an enabled device as they tour the galleries, allowing the museum to deliver timely and targeted audio content in the visitor's native language.

Proximity sensors can be programmed to offer a range of content - not just audio - to users and the exclusive partnership between Tomizone Lightswitch® portal and STQRY's TriceKit will result in driving targeted content, based on past and present behavior, for those already on either platform. The integration of TriceKit enables iBeacon technology to deliver in-app accuracy of less than one meter whereas traditional WiFi location technology is typically 50 meters.

This significantly increases the effectiveness of location based services and allows organisations to connect with consumers more intimately as they move around their venue including, turn by turn directions and location-triggered alerts.

"STQRY is excited to have partnered with Tomizone to enable the delivery of world-leading venue experiences. Tomizone's capability of providing Wi-Fi anywhere allows more effective functionality to the technolgy we have built," said Chris Smith, CEO & Founder of STQRY. *"The opportunities in our collaboration are endless and we are excited for the future of our companies."*

Mr Steve Simms, Tomizone CEO, said: *"STQRY is an incredible company with a solid track record of innovation and delivery. Our Customers will be able to rapidly deploy apps specific to their venue which adds direct WiFi integration for an Amazing WiFi Experience,"* Mr Simms added, *"We've opened up any venue with a new or existing WiFi service to experience this innovation to harness revenue opportunities through sponsored WiFi that's engaging and relevant for consumers."*

ABOUT TOMIZONE

Tomizone connects its Customers with Consumers through public WiFi, creating digital connections and an engaging conversation that creates value for both Customer and Consumer. Tomizone delivers market-leading WiFi software, hardware and services through its cloud based Lightswitch® software platform, which now operates in over 80 countries. Tomizone focuses on sectors that benefit from public WiFi including: accommodation, transportation & hubs, retail, metro & campus, and hospitality; while expanding into new verticals where WiFi engagement becomes increasingly critical for venues.

PHW Consolidated Limited (ASX:PHW) is to acquire Tomizone in a conditional all scrip transaction. More information on the transaction can be found [here](#).

ABOUT STQRY

The definition of mobile is changing. No longer is the industry focused on the phone and tablet hardware but the personal user, their movements and the new forms of technology that surrounds them daily. With TriceKit embedded into a mobile platform, it can instantly begin turning the usual user friction points into enjoyable

experiences. This is achieved by offering a software development kit (SDK) that can be installed onto any mobile platform (iOS, Android, Windows Phone, Wearables, etc.) and a companion online control panel that allows for the creation and management of the location-based experiences.

The ability to fully and uniquely understand each user, gather specific information, and architect outstanding experiences with the data translates into instant value for any business. Never before has this been possible with one elegant solution.

STQRY has developed mobile experiences for some of the world's largest organisations, including Emirates Airlines, The Walt Disney Company, The Smithsonian, and The Getty. STQRY's TriceKit technology is effective across a range of markets, its main focus being Airports, Malls, Transportation Hubs, Cities, and Stadiums.

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