



ASX Announcement  
10<sup>th</sup> March 2016

ASX: SKF

## LANDMARK DEAL WITH LEADING AUSTRALIAN PROPERTY GROUP MIRVAC

*Deal delivered through sub-contractor relationship with Optus Business*

### Highlights

- Skyfii has signed contracts with Optus Business to deliver Guest WiFi & Analytics services to Mirvac Property Group
- Two Mirvac retail assets, Broadway Shopping Centre and Orion Springfield Central, are already using Skyfii services
- Potential to roll-out service at a further nine malls within the Mirvac portfolio
- Under the three year contract, Skyfii will receive subscription revenue fees from Mirvac for WiFi and data analytics services
- Strong validation for Skyfii's core services by target market leader – Mirvac
- Strong validation for Skyfii's ability to secure large target customers through large active channel partners – Optus Business
- Continued strong conversion of Skyfii's advanced stage pipeline

Skyfii Limited (ASX:SKF) (**Skyfii** or the **Company**) is pleased to announce that it has signed a three year commercial contract with Optus Business to deliver its Guest WiFi and data analytics services through Optus Business to Mirvac Property Group.

Under the contract with Optus Business, Mirvac has selected Skyfii's services at two of its prominent retail properties: Broadway Shopping Centre in Sydney, NSW and Orion Springfield Central in Springfield, QLD. There is also potential for Skyfii's services to be rolled out to additional assets within Mirvac's retail portfolio.

Both shopping centres are now live with Skyfii's guest WiFi, as well as its data analytics platform that captures and analyses consumer behaviour. This provides valuable insights to Mirvac about how customers are using its malls.

This new commercial contract provides strong validation for Skyfii, who receive subscription revenues for its services, adding to the Company's growing customer base of billing national and international clients.

### Mr Wayne Arthur, Chief Executive Officer of Skyfii commented:

*"We are extremely pleased to be working again with Optus Business to deliver our services at two of Mirvac's premier shopping centres. We are excited about the value our service will add to the performance of these centres and also about the potential the agreement brings to roll-out our technology to further Mirvac venues in the future."*

**ENDS**

**For further information, please contact:**

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## **ABOUT SKYFII**

Skyfii is a data and technology company pioneering Guest WiFi, Analytics and Marketing Tools.

Powered by a unique technology and commercial solution Skyfii has built a sophisticated data platform. With an on and offline consumer mapping tool it turns WiFi into a smart analytics and marketing opportunity for businesses to attract, engage and understand their customers better.