



ASX Announcement  
28<sup>th</sup> June 2016

ASX: SKF

## SKYFII TO ENTER LARGE AUSTRALIAN MUNICIPALITY AND COUNCIL SECTOR

### Highlights

- Skyfii has won a competitive tender for the provision of its guest WiFi and data analytics services with a high profile Sydney council.
- This will be Skyfii's first commercial contract in the large, high-value Australian council/municipality sector – contract expected to be executed in near future.
- The Australian council/municipality sector is a key new target segment for Skyfii's data analytics services.
- Total addressable market of 560 councils Australia-wide with potential to deliver major annual revenues.

Skyfii Limited (ASX: **SKF**) (**Skyfii** or the **Company**) is pleased to announce that it is poised to enter the Australian municipality and council market, having won a competitive tender with a high profile Sydney council for the provision of its guest WiFi and data analytics services.

Skyfii will provide free public access WiFi at key public areas within the council area along with access to its data analytics services platform which captures and analyses consumer behaviour. Skyfii's platform will provide feedback to council to help it better understand movement and behaviour patterns of visitors, and assist council provide a better user experience.

Skyfii expects the final contract to be executed in the very near future.

### Council/Municipality Sector Opportunity

The council/municipality sector represents a significant new market segment for Skyfii, with a total addressable market of 560 local councils Australia-wide. After executing this first contract, Skyfii plans to aggressively pursue the adoption of its market-leading data analytics services across the sector Australia-wide. Assuming a take-up rate of commercial contracts, of 75%, this sector has the potential to deliver annual revenues to Skyfii of approximately \$42 million.

As councils seek to enhance the level of service they provide to constituents and visitors, Skyfii's proprietary technology platform is able to provide real time data to assist councils to better design and manage public spaces, improve traffic flow in public spaces and evaluate the best ways to distribute infrastructure and resources across these areas.

ENDS

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