



NEWS RELEASE – May 10, 2016

Skyfii appoints John Rankin as Managing Director of Australian Operations and Chief Operating Officer

SYDNEY, AUSTRALIA, May 10th, 2016 – Australian ASX-listed data services company, Skyfii Ltd (**ASX:SKF**), is pleased to announce the appointment of John Rankin as Managing Director of Australian Operations and Chief Operating Officer. Based in Sydney, John will lead Skyfii's day-to-day operations in Australia and New Zealand, with a particular focus on expanding the company's presence in key market verticals in the region, including retail, hospitality, education, transit and healthcare.

John joins Skyfii with 15 years' experience in the media and property industry, 10 of which were spent in senior and executive leadership positions.

He most recently worked at GPT Group where he held two Director-level positions. The first involved leading the New Revenue Strategy in retail, office and logistics, while the second position saw John manage a portfolio of retail shopping centres for the company.

Prior to GPT, John spent five years in the United Kingdom at out-of-home media company, EYE, as General Manager where he oversaw a significant transformation of the company's airport media portfolio, doubling the airport business' footprint via successful tendering, and tripling revenues.

Wayne Arthur will remain the parent Company's Managing Director and Chief Executive Officer, responsible for the company's strategic direction and investor relations, but will particularly focus on international growth, targeting the North American and United Kingdom markets.

Skyfii's cloud-based software platform uses existing networking technologies to allow venues to analyse anonymous mobile devices as they move through their facilities. It also captures data from visitors who opt-in to free Internet connectivity that venues can use to inform their customer outreach and marketing strategies.

Commenting on this key appointment, Wayne Arthur, Managing Director and Chief Executive Officer, Skyfii said:

"Skyfii's objective is to convert data into valuable insights and marketing tool for venues, and their commercial tenants, in order to provide visitors with a qualitative experience based on their unique needs. John's extensive experience in working with our core venue types – including major shopping centres, airports and universities – will allow us to further develop our solutions so that our clients and partners can capitalise on new opportunities in the digital and data era."



Commenting on his move to Skyfii, John said:

“Having worked on the property side and partnered with Skyfii, I have witnessed first-hand the proliferation of big data and the role it plays in building and creating smart buildings. I have watched Skyfii grow from small tech start-up to one of the largest providers of guest Wi-Fi and analytics to shopping centres in Australia.

“Skyfii is solving problems for retailers and retail shopping centres by delivering a platform that transforms data into an asset for intelligent business decisions. But the platform isn’t restricted to retail – it has endless use cases across a multitude of venue types including shopping centres, hospitals, stadiums, transit venues, municipalities and universities. Skyfii has a bright future and its global application will see the business continue to expand in Australia and abroad.”

In Q3 2016, Skyfii recorded an uplift in monthly subscriptions revenues of 51 per cent quarter-on-quarter for its analytics services, across the retail sector. It boosted its advanced stage revenue pipeline to \$49 million, up 10 per cent on the previous quarter. Customer installations increased 14 per cent quarter-on-quarter, with eight new major venues going live in the three months ending March 31, 2016. Landmark deals included the Mirvac Property Group, the Lederer Group and renewal of the World Square contract with Brookfield, all on 36-month contracts.

Skyfii remains well-funded to continue its expansion as it begins to establish a foothold in North America and United Kingdom following strong demand from venues in the region.

Skyfii’s positive financial outlook followed recent changes to its Board of Directors, with James Scott, Chief Operating Officer at Seven Group Holdings named Non-Executive Chairman in April. Scott’s business and technology experience will have an invaluable impact during Skyfii’s current transformation and accelerated expansion.

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.

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