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## SKYFII LIMITED

*Harnessing big data to help drive customer loyalty and sales.*

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## ASX ANNOUNCEMENT/MEDIA RELEASE

6<sup>th</sup> July 2015

### SKYFII SIGNS MULTIPLE NEW TRIAL SERVICE AGREEMENTS

Data services company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to announce that it has signed multiple new Trial Service Agreements for the provision of its wireless network and analytics services.

#### Key points

- **SkyFii has entered into four new trial service agreements for the provision of its WiFi and analytics services.**
- **All new agreements are with high calibre property owners, managers and developers and cover major shopping centres and public service venues.**
- **The trial agreements are pre-cursors to potential further roll-outs of SkyFii services subject to successful delivery of KPI's associated with each trial.**
- **The trial agreements are for a 4-week period and are currently being rolled-out.**

The new agreements are all trial service agreements for a period of four weeks, set against agreed deliverables and are pre-cursors to possible full portfolio roll-outs of SkyFii's services. The trial agreements are with the following groups;

- Barangaroo - Trial taking place within the Barangaroo public area precinct, Sydney.
- Precision Group - Trial taking place at Adelaide Central Plaza, Adelaide.
- Hawaiian Property Group - Trial taking place at Mezz shopping centre, Perth.
- Blackstone / Bevillesta - Trial taking place at Top Ryde City shopping centre, Sydney.

**Further details on these groups and the trial agreement sites are appended to this announcement.**

Subject to the successful delivery of KPI's associated with each trial, it is proposed that SkyFii's wireless network services may be rolled-out further, and/or that SkyFii will enter into a Master Services Agreement (MSA) with each of the particular groups for the provision of its services.

The concept of implementing trial agreements as a precursor to full portfolio roll-out is an established practice for SkyFii in its engagement with new retail property clients to demonstrate the value of its services first-hand.

These agreements represent further significant growth in the execution of SkyFii's business model, and further strengthens its position as the leading provider of wireless network and analytics services in Australia.

The mix of venue type will also unlock new venue segments for SkyFii's services globally. The Company also has a significant and growing footprint in major global markets.

The provision of SkyFii's services under the trial agreements is currently being rolled-out, and the Company will provide further details on the operation of the trials and any progression to wider portfolio roll-outs over the coming months.

SkyFii CEO Mr Wayne Arthur said:

*"These new trial agreements represent a significant group of diverse, high calibre property owners, developers and managers and we are delighted to be able to work with them to help provide an enhanced experience for shoppers, patrons and visitors in their venues. The agreements further increase our footprint in major retail shopping centres and other retail venues across Australia and provide further validation of our ability to aggressively execute our business plan."*

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**ABOUT SKYFII**

SkyFii is an innovative data services company that captures, stores and analyses behavioural data through technologies such as WiFi. We build, manage and monetise free public Wi-Fi by creating an engaging content channel for advertisers and by analysing customer data to assist retailers to make smarter business decisions.

Our networks are powered by a bespoke technology and commercial solution that gives people access to the internet for free, provides venues a valuable service to offer their customers, and gives brands and venues a powerful tool to understand and engage with consumers.



**Table: About the respective groups and trial sites.**

<b>Barangaroo - Trial at Barangaroo public area precinct, Sydney.</b>
Barangaroo is one of the world's largest urban renewal projects, covering an area of 22 hectares. It is divided into three areas; Barangaroo South will be a major extension of the Sydney CBD and will include 300,000m <sup>2</sup> of new office space, residential apartments, a major hotel, and a retail area; Central Barangaroo will host up to 120,000m <sup>2</sup> of recreational, residential, retail and commercial development across an area of 5.2 hectares; Barangaroo Point Reserve will be a six hectare park.
<b>Precision Group - Trial at Adelaide Central Plaza, Adelaide.</b>
Precision Group has an extensive property and development portfolio including five retail, three commercial office and two hospitality assets in Adelaide, Melbourne, Sydney and Brisbane. Adelaide Central Plaza is one of its landmark retail properties. It is located in the Adelaide CBD and houses David Jones department store and 40 specialty retailers.
<b>Hawaiian Property Group - Trial at Mezz Shopping Centre, Mt Hawthorn, Perth.</b>
Hawaiian is a major Western Australian property group which owns and manages a portfolio of nine retail, four commercial, and two hospitality properties. The Mezz is a major suburban shopping centre located in Mount Hawthorn which houses more than 30 different retailers.
<b>Blackstone - Trial taking place at Top Ryde Shopping Centre, Ryde, Sydney.</b>
Top Ryde City is a major suburban shopping centre located in the Sydney suburb of Ryde. It has 78,125m <sup>2</sup> of retail space and hosts more than 250 different retail outlets. The centre is owned by New York-headquartered global investment and advisory firm, Blackstone. There is also a 653-apartment complex located above the shopping centre.

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