

## SKYFII SIGNS CONTRACT WITH NUFFIELD HEALTH IN THE UNITED KINGDOM

### Highlights:

- **Three year contract executed with UK-based Nuffield Health**
- **Skyfii 'IO' platform services to be deployed across an initial 70 Nuffield gym and hospital venues**
- **Contract includes the deployment of Skyfii's 'IO Connect' (data collection) and 'IO Insight' (data analytics) services**

**SYDNEY, AUSTRALIA, 28th March, 2018** - Skyfii Limited (ASX:SKF) ("Skyfii" or the "Company") a data analytics and marketing services company, is pleased to announce that it has signed a three year contract with one of the leading healthcare providers in the United Kingdom, Nuffield Health.

Nuffield Health operates 31 Hospitals and 111 Health and Wellbeing gyms across the United Kingdom. The agreement will see the deployment of Skyfii's IO Connect (data collection) and IO Insight (data analytics) solutions within an initial 70 venues across the Nuffield portfolio.

This contract represents another significant new business win for Skyfii, and is a successful execution of the Company's strategy to target gym and healthcare venues following the acquisition of Causely, whose customers include F45, Orange Theory and Anytime Fitness.

Skyfii is delivering this contract in partnership with infrastructure and security company Ampito Group, a reseller of Skyfii's products and services within the United Kingdom.

Wayne Arthur, Skyfii's Chief Executive Officer said "We are extremely pleased to have been chosen by Nuffield Health as their preferred partner for data analytics. Nuffield Health is a leading provider in the UK health industry, and we look forward to building a long term relationship through the delivery of our IO Platform suite of services.

The IO platform's unique ability to attribute visitor location and dwell time, will be used by Nuffield Health as an analysis tool to monitor gym utilisation and class scheduling, allowing the individual venues to attribute member participation against their booked classes."

## Growth in New Markets and Verticals

Skyfii continues to deliver growth and execute on its stated strategic plans to enter new market segments and geographies. Skyfii announced in January that it had signed its first major contract in the banking and financial sector with HSBC Bank Australia. The Nuffield Health contract marks an equally significant entry into the Health care sector.

The United Kingdom and Europe are currently Skyfii's fastest growing markets, particularly in the retail vertical, with Skyfii's IO platform already deployed across a multitude of retail venues including Lexicon Shopping Centre and McArthurGlen Designer Outlet Malls (announced as major shopping centre group - Europe on 25/10/2017).

The contract with Nuffield Health, a highly regarded brand in the health space, provides Skyfii a significant opportunity to drive further market share inside this exciting new vertical, both within the United Kingdom and globally.

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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.

Skyfii offers a cloud-based solution in a subscription model consisting of three core 'IO' services:

- IO Connect: a data portal where data is collected (data collection)
- IO Insight: venue performance, customer behaviour and, loyalty & engagement (data analytics)
- IO Engage: targeted content delivery, automated marketing and monetization (marketing tools)

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Skyfii also engages clients to provide further revenue generating services:

- Data Consultancy Services (DS): Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services (MS): Delivering best in-class data-driven marketing practices, empowered through the fusion of digital and behavioural data

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