

27th April 2018

## Lincoln Brown Joins Skyfii's Board of Directors to Drive North American Growth

### Highlights:

- **Lincoln Brown to be appointed to the Skyfii board as a Director.**
- **Mr Brown brings a deep network in North America and significant experience in building technology businesses**
- **Board appointment follows Skyfii's recent acquisition of US based Causely from a syndicate of investors led by Lincoln Brown**

**SYDNEY, AUSTRALIA, 27th April, 2018** - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce the appointment of Lincoln Brown to the Skyfii Board as a Director, effective immediately.

Lincoln's appointment follows a period of twelve months where he worked closely with Skyfii to embed the Company's IO suite of products and services as a Skyfii reseller in the North American market. This relationship culminated in the recent acquisition of Causely, a North American marketing services business (announced 5th February 2018). Lincoln served as Chairman of Causely for five years and during his tenure, supported and guided the business to accomplish significant growth.

During his professional and executive career, Lincoln has supported the development and growth of a number of technology companies within the North American market, ranging from startups to organisations operating with >400 employees. He recently sold his mobile technology business to Zynga - specialising in data science and Machine Learning.

Wayne Arthur, Skyfii's Chief Executive Officer said "It is with great pleasure that I welcome Lincoln to the Skyfii board. Having worked closely with Lincoln over the past 12 months, I have experienced first hand the immense experience and influence he can provide Skyfii in the North American market. He brings a wealth of expertise which will be beneficial in guiding our future growth in the North American market.

The Board and I look forward to working with Lincoln as we continue to grow our North American footprint, during what is proving to be an incredibly exciting period for Skyfii."

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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)

Skyfii also engages with clients to provide further revenue generating services:

- Data Consultancy Services: Experts in delivering compelling and actionable research outcomes through the fusion of digital and behavioural data
- Marketing Services: Delivering best in-class data-driven marketing practices, empowered through the fusion of a consumer's digital and behavioural data.

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