

July 27th, 2018

## SKYFII Q4 FY2018 QUARTERLY ACTIVITIES UPDATE & Q&A CALL RECORDING

**SYDNEY, AUSTRALIA, July 27th 2018** – Skyfii Limited (ASX: SKF), a data analytics and marketing services company, is pleased to provide a recording of the Q4 FY2018 Quarterly Activities Update & Q&A Call, which was hosted by Skyfii's Chief Executive Officer, Wayne Arthur.

Access to the recording can be found using the link below, or by accessing the investor section of Skyfii's website.

<http://skyfii.io/wp-content/uploads/2018/07/Q4-FY2018-Conference-Call-1.mp3>

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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 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 digital and behavioural data

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