

12th September 2018

SKYFII SIGNS MULTIYEAR CONTRACT WITH DASA GROUP MEDICAL CENTRES IN BRAZIL

Highlights:

- **Three-year contract signed with Dasa Group - Brazil's largest medical services provider, operating 500 medical centres across the country.**
- **Initial deployment across 92 Dasa Group medical centres, with an option to extend to a further 161 venues upon successful completion of the initial deployment.**
- **Contract provisions access to Skyfii's full suite of 'IO Platform' services (SaaS recurring revenue), including 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools).**
- **Second major deployment announced in the health and wellbeing vertical.**

SYDNEY, AUSTRALIA, 12th September, 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 Dasa Group, Brazil.

Operating over 500 medical examination facilities across Brazil, Dasa Group is the largest Latin American medical centre provider. The 500 medical centres are comprised of 25 different medical brands, providing varying services to the public across 16 of the country's states.

Under the agreement Dasa Group will receive access to Skyfii's full suite of IO Platform services (SaaS recurring revenue), comprised of IO Connect (data collection), IO Insight (data analytics) and IO Engage (marketing tools) - across an initial 92 of Dasa Group's medical centres.

This contract is being delivered in partnership with Binário, a strategic partner of Skyfii across Brazil. Hardware vendor Aruba, a Hewlett Packard Company has been engaged as hardware technology partner.

Dasa Group engaged Skyfii after seeking a solution that would allow for the provision of a seamless guest WiFi experience, whilst also collecting data to be used as a reporting tool to analyse visitor wait times (monitor operational efficiency and customer service) and behaviour.

Deploying both Skyfii's IO Connect and IO Insight enables Dasa Group to analyse customer wait times and behaviour. These two modules are then supported by IO

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Engage, which Dasa Group identified during the engagement process, as a valuable multi-channel communication tool to directly engage with customers.

Wayne Arthur, Chief Executive Officer, Skyfii commented "It is with great pleasure that I welcome Dasa Group as a new client of Skyfii's. As the largest provider of medical services across Brazil and Latin America, Dasa Group set a level of premium customer service and customer experience which Skyfii are proud to be a component of. "

Continued growth in the health and wellbeing vertical

The partnership with Dasa Group follows Skyfii's strategy to pursue deployments within the health and wellbeing vertical. This contract is the second signed within the vertical, having announced the Nuffield Health contract within the United Kingdom, deploying across 142 gym and hospital venues in May 2018.

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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 clients to provide further revenue generating services:

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- 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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