24th September, 2018

Jon Adgemis and Sue O'Malley Appointed as Non-Executive Directors to Skyfii's Board

Highlights:
- **Jon Adgemis and Sue O'Malley appointed to Skyfii's Board as non-executive**
- **directors**
- **Jon Adgemis is a Managing Director of Mergers & Acquisitions at KPMG**
- **Sue O'Malley is a former Westfield executive with deep retail property sector experience**
- **Appointments will assist Skyfii's continued international expansion and consolidate its market leading position within the retail property sector**

SYDNEY, AUSTRALIA, 24th September, 2018 - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce the appointment of Jon Adgemis and Sue O'Malley to the Skyfii Board as Non-Executive Directors, effective immediately.

Jon Adgemis is a Managing Director of Mergers & Acquisitions (M&A) at KPMG based in Sydney, having previously held the role of National Head of Mergers & Acquisitions and Partner of KPMG for a number of years.

The appointment of Jon Adgemis will assist Skyfii as it continues to grow and expand its operations globally, with his expertise set to support Skyfii as it looks to build on its strong top line sales growth trajectory.

As a founding cornerstone investor in Skyfii, Jon brings a wealth of experience to the board, in particular his experience in the Australian and international capital markets. In the last five years, Jon has gained a deep understanding of the Skyfii business, its executive team and market leading technology.

Sue O'Malley is a former Westfield/Scentre Group executive, having held a number of senior managerial roles, including the position of Westfield Group General Manager Facilities & Sustainability Australia and Scentre Group Regional General Manager, overseeing a portfolio of ten Westfield shopping centres in the state of NSW with a total asset value of more than $10 billion.

Sue O'Malley's appointment will assist Skyfii as it looks to expand its market leading position in the retail property sector both domestically and internationally.

James Scott, Chairman and Non-Executive Director of Skyfii commented "It is with great pleasure that I welcome Jon and Sue as new appointments to Skyfii's Board of Directors.

Jon's experience as a leading corporate adviser and Sue's as a former Westfield executive, will provide the Board with valuable expertise as we continue to accelerate growth."

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:

- 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.

Media contact:

John Rankin
Chief Operating Officer
Skyfii
P: +61 2 8188 1188
E: john.rankin@skyfii.com
W: www.skyfii.com