19th March 2019

SKYFII SECURES THREE-YEAR CONTRACT WITH NATIONAL LIBRARY OF AUSTRALIA

Highlights
- **Three-year contract secured with the National Library of Australia, the largest reference library in Australia**
- **Contract includes the deployment of Skyfii's 'IO Platform' services, 'IO Connect' (data collection) and 'IO Insight' (data analytics)**
- **Follows recent announcements in the cultural centre vertical with National Museum of Australia (June 2017) and San Francisco Museum of Modern Art (February 2019)**

SYDNEY, AUSTRALIA, 19th March, 2019 - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce that it has secured a three year contract with the National Library of Australia (NLA) in Canberra.

Bringing 1.3 million visitors annually, the NLA is a government-operated library and Australia's largest reference library which collects, preserves and displays documentary resources of national significance relating to Australia and the Australian people, as well as significant non-Australian library materials.

The contract provisions the deployment of Skyii's 'IO Platform' services, including 'IO Connect' (data collection) and 'IO Insight' (data analytics) under its SaaS (software-as-a-service) recurring revenue platform across the public facility.

The deployment of Skyfii's 'IO Platform' services will provide critical venue management insights, such as dwell times and visitation patterns, allowing the library to gather greater insights about their visitors to optimise the visitor experience.

Skyfii recently announced a number of contracts in the cultural centre vertical including the National Museum of Australia (announced 6 June 2017), San Francisco Museum of Modern Art (announced 26 February 2019) and positions Skyfii as the preferred data intelligence partner to the prominent cultural centre vertical.

John Rankin, Chief Operating Officer; Skyfii, commented "We are very pleased to have been chosen as the National Library of Australia's preferred data intelligence partner. Having signed several contracts in the cultural centre vertical in Australia and abroad, Skyfii is helping cultural centres better understand the behaviour of visitors to their venue to better measure and predict venue performance".

About Skyfii

Skyfii helps physical venues measure, predict, and influence customer behaviour.

Thousands of shopping centres, airports, retailers, smart cities, universities, restaurants, and other venues, large and small, rely on Skyfii to help improve venue performance and create better experiences for their visitors and customers.

As the world's most trusted omnidata intelligence company, Skyfii collects and analyses billions of data points each month from venues across five continents.

Our cloud-based software platform, the IO Platform, helps venues visualise trends from digital and physical data in a single system of record. The IO Platform also provides location and behaviour based communications software and tools to manage guest Wi-Fi across multiple locations.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services group: a team of data science and marketing consultants who help clients effectively gain more value from their data.

Skyfii offers a SaaS recurring revenue 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

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Learn more at www.skyfii.com

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

Investors
Glen Zurcher
Account Director
Investor Relations Department
P: +61 420 249 299
E: glen.zurcher@irdepartment.com.au