ASX/Media Release
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ASX: RKS
Proposed code: SKF

SKYFII CLOSES NEW ASX LISTING FOR RETAIL FOCUSED BIG-DATA TECHNOLOGY OVERSUBSRCRIBED

RKS Consolidated (ASX: RKS) is pleased to announce that retail technology Company SkyFii Pty Ltd has closed its $3.5 million new ASX listing Offer (the Offer) heavily overbid, amidst strong investor demand.

The Offer opened on October 17, and has successfully raised the maximum subscription amount of $3.5 million at 20c per share.

SkyFii is delighted with the strong level of investor interest in the Offer, which was evidenced by the high level of demand over a short, two week Offer period.

SkyFii expects to commence trading on the ASX in the near future, under the ASX code: SKF

SkyFii is a retail-focused technology company that captures, analyses and utilises Big-Data to drive customer loyalty and sales. The in-store data gathering capability of its proprietary technology platform allows centre managers and retailers to drive operational strategy - marketing, sales, merchandising, infrastructure and staffing, plus rent and leasing policies - by providing insight into physical in-store customer habits and patterns.

For the consumer, SkyFii utilises the real-time customer behaviour captured in retail environments (eg; location information and customer profiles) to deliver targeted real-time content (advertising and marketing) to customers. This real-time, location specific advertising is referred to as hyper-local advertising.

SkyFii is an established, revenue generating business, with a strong pipeline of existing and prospective clients. Its target clients include major retail property groups, major venues such as airports, and other retail outlets.

SkyFii has first mover advantage in Australia, and also has a growing footprint in international markets, including South Africa, Indonesia and Brazil.

The proceeds of the Offer will be used to accelerate the Company's growth plans.

SkyFii has a highly credentialed board, which includes; CEO and co-founder Wayne Arthur, who has global experience in media sales and advertising; Chairman Gary Flowers, former CEO of Australian Rugby Union; and Non-executive Directors James Scott, Group Executive Director of Seven Group Holdings and Andrew Johnson, former Telstra executive instrumental in establishment of Bigpond for Telstra (see Board profiles attached).

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ABOUT THE OFFER

The Offer is by way of reverse takeover (RTO) of RKS, a dormant ASX listed company, whose shares have been suspended since July 2008. RKS will acquire 100% of SkyFii for scrip and the Company will be renamed SkyFii Limited upon listing. RKS shareholder approval for the acquisition has been granted.

THE BOARD

Gary Flowers - Non-Executive Chairman
Mr Flowers is a former Managing Director and CEO of Australian Rugby Union and CEO of SANZAR and a Council Member of the International Rugby Board. He was also formerly COO of the Mirvac Group, and national Managing Partner of Sparke Helmore Lawyers. Mr Flowers is currently a Director of Sparke Helmore Lawyers and a Non-executive Director of DataDot Technology Ltd (ASX: DDT). He holds B Comm and LLB degrees from the University of NSW and is a Fellow of the Australian Institute of Company Directors.

Wayne Arthur - Chief Executive Officer
Mr Arthur is the current CEO and co-founder of SkyFii. He has strong international experience in the outdoor media sector, in senior managerial roles with Titan Media Group and EYE Corp. Mr Arthur is responsible for the delivery of key contracts and partnerships to the SkyFii business, including the set-up of its international partnerships in Indonesia, South Africa and Brazil. He holds a Bachelor of Commerce from the University of KZN, South Africa.

Anthony Dunlop - Non-Executive Director
Mr Dunlop has over 20 years international corporate advisory and investment experience. He began his career with ABN AMRO, and has extensive experience in debt and equity structured investments. He has advised numerous companies in the resources, agriculture and technology sectors. Mr Dunlop is an Executive Director of Chapmans Ltd (ASX: CHP) and a Non-executive Director of mobile technology company Digital4ge Pty Ltd. He holds a Bachelor of Economics from Macquarie University, and is a Graduate of the Australian Institute of Company Directors (GAICD).

Andrew Johnson - Non-Executive Director
Mr Johnson is a telecommunications industry executive. He is currently Chairman of New Guinea and Solomon Islands mobile service provider Vodafone Bmobile, and a Director of Dataco, the PNG national transmission company. Prior roles include Divisional Manager for Computer Science Corporation's Australian and NZ Communications and Defence Division, CEO of Tenix Defence Systems, and Managing Director of Telstra's Data and Online Division. Mr Johnson has a Bachelor of Commerce from the University of Western Australia and a Masters in Computer Science from the University of Technology Sydney.

James Scott - Non-Executive Director
Mr Scott is the Group Executive Director – Performance at Seven Group Holdings. He has 20 years' experience in digital technology, network and IT business. Prior to joining Seven Group Holdings, Mr Scott was a Partner in KPMG's Business Performance and Technology division and has also been a Partner and Managing Director, APAC, for Accenture. Mr Scott was also a Founder Member and Technical Director for Imagine broadband. He holds a BEng Honours degree in Electronic and Electrical Engineering from Loughborough University, UK.

Chris Taylor - Non-Executive Director
Mr Taylor has a longstanding career in digital and traditional media, and is currently Vice President of International Television for NBC Universal. He was previously Director of Media for Telstra Corporation, responsible for its online and mobile digital publishing business. Mr Taylor has held numerous executive roles in the Television industry, including being the former CEO of Quickflix Ltd (ASX: QFX).