
SKYFII LIMITED

Harnessing big data to help drive customer loyalty and sales.

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**ASX ANNOUNCEMENT/MEDIA RELEASE**

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SKYFII PROVIDES BUSINESS UPDATE

Data and technology Company SkyFii Limited (ASX: SKF) (SkyFii, the Company) is pleased to provide the following update on the progress of the Company's business plans and activities.

SkyFii listed on the ASX on 21 November 2014 after an oversubscribed \$3.5 million new listing Offer. It has made significant progress on the roll-out of its business plan that captures, analyses and utilises Big-Data to drive customer loyalty and sales in retail environments and other significant public venues.

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

Australia and New Zealand

SkyFii has established a first mover advantage in Australia, and is in varying stages of rolling-out its unique data analytics and content delivery service offering with a number of Australia's major retail property groups, including Brookfield, The GPT Group and IPOH.

On completion of successful roll-out with all of these groups, the Company will have its data analytics platform installed in more than 100 major retail shopping centres Australia-wide and in New Zealand.

The successful roll-out and installation is expected to be completed by end of calendar year 2015, and will provide significant recurring revenues to SkyFii.

In addition, the Company also advises that it is in discussions and negotiations with a number of other major Australian and New Zealand retail property groups, and other significant retail outlets.

International markets

SkyFii is committed to growing its footprint in major developing international markets, including Brazil, South Africa and Indonesia.

In Brazil, following a successful trial, the Company is now in advanced stage discussions with a major supermarket grocery chain plus a number of Brazil's major shopping mall groups, including the premier high-end mall operator. It is also in advanced negotiations with one of Brazil's major sporting stadiums, in Sao Paolo.

SkyFii is also in the process of appointing a number of large re-seller partners who have a strong presence in the region.

In South Africa, SkyFii has a trial contract underway with Johannesburg Stock Exchange-listed Redefine Properties (JSE: RDF), one of the country's largest property groups. It is the Company's intention that upon successful completion of the trial the two parties will enter into a commercial scale agreement for all of Redefine's retail centres in South Africa.

In Indonesia, SkyFii recently announced it had entered into a Joint Venture Agreement with PT Skyfindo Integrasi Media (SIM) to establish SkyFii Indonesia, with the aim of rolling-out of SkyFii's Big-Data services offering in Indonesia (refer ASX announcement, 21 November 2014).

SIM is a specific purpose vehicle established to facilitate the SkyFii Indonesia joint venture. Those behind SIM have significant expertise and experience in advertising and marketing in Indonesia, and control two of Indonesia's largest outdoor advertising groups; Rainbow Asia Posters and Eye Corp Indonesia.

SkyFii also advises that it is in advanced stage discussions with major Indonesian shopping mall owner and operator, Lippo Mall Group, following a successful trial within one of the Lippo Malls in Jakarta. If concluded, this contract would see the SkyFii services installed in up to 30 malls across Indonesia.

SkyFii CEO Mr Wayne Arthur said:

"SkyFii is committed to aggressively rolling out our business plans to grow our existing customer footprint and also to expand our service offering globally. I am pleased to report that we have hit the ground running following our ASX listing last month, and have already achieved significant progress in the roll-out of our unique data and technology platform and services in Australia and our targeted international markets."

SkyFii will provide further information on the progress of its new business opportunities in due course.

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ABOUT SKYFII

SkyFii is an innovative data services company that harnesses the power of Wi-Fi technology to keep the mobile generation connected for free. We build, manage and monetise free public Wi-Fi by creating an engaging content channel for advertisers and by analysing customer data to assist retailers to make smarter business decisions.

Our networks are powered by a bespoke technology and commercial solution that gives people access to the internet for free, provides venues a valuable service to offer their customers, and gives brands and venues a powerful tool to understand and engage with consumers.