

## Industry first solution delivered to McDonald's USA

**SYDNEY, AUSTRALIA, 8th November 2022** - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce that it has signed an agreement for the deployment of Skyfii's restaurant operations solution across an initial eight McDonald's (NYSE:MCD) restaurants in the USA.

### Highlights:

- Initial three-year contract with Total Contract Value of AU \$2 million
- Skyfii will provide McDonald's with an industry first real-time whole of restaurant monitoring and analysis solution focused on improving restaurant operations, service efficiency, food freshness and customer satisfaction
- Solution is currently live in four McDonald's stores with a further four to follow

Changing consumer patterns and the increase in mobile ordering, food delivery and drive-through pick up have introduced new challenges around food freshness in quick service retail outlets. McDonald's has engaged Skyfii to monitor their twelve in-store service channels (including order at counter, order on mobile and drive through) to determine, amongst other outputs, the time it takes for the customer to receive their order.

Skyfii is utilising LiDAR and thermal imaging technology as well as a bespoke algorithm to automatically categorise and analyse the movement of crew and customers across the twelve service channels throughout the restaurants.

The data and insights provided by Skyfii's proprietary technology will allow McDonald's to understand, in real-time, how long it takes to complete each step of service and to determine what factors may lead to a customer experience that does not meet their standard. This will allow for continuous improvement across their restaurant operations, to always ensure food freshness and maximum customer satisfaction.

The agreement is being delivered as an Infrastructure-as-a-Service (IAAS) solution and highlights the accuracy and versatility of technology such as LiDAR. Skyfii has partnered with Halverson Group, a global strategy and research firm, to deliver this solution and to leverage their long history and experience in working with McDonald's.

ASX: SKF | 8 November 2022

As a proven infrastructure and store operations software solution, Skyfii is excited about the potential to quickly scale the product across further McDonald's restaurants and across other Quick Service Retail brands across the globe.

**Mike Cramer, McDonald's Director, Operations Advanced Analytics commented:**

"We are excited to be working with Skyfii to develop a system that allows us to monitor our restaurant service channels and the efficiency of our food preparation in real-time. With an increasing array of order points such as in store, drive-through and in-app purchases, ensuring we maintain our service and product quality is paramount. The data provided by Skyfii should help enhance our food preparation cycle, ensuring the freshness of our food to the customer and ultimately delivering increased levels of customer satisfaction"

**Wayne Arthur, Chief Executive Officer, Skyfii, commented:** "The opportunity to partner with both Halverson Group and McDonald's to create an industry-first solution that solves some critical pain points for such a large and globally recognised QSR brand is a privilege. I am exceptionally proud that as consumer behaviour continues to evolve and the needs of our customers change, Skyfii can advance its solution offering to provide valuable operational data analytics to help solve these pain points for our clients. With a very large global QSR market, the ability to leverage this solution and insights from this initial contract across a multitude of venues provides a significant growth opportunity for Skyfii."



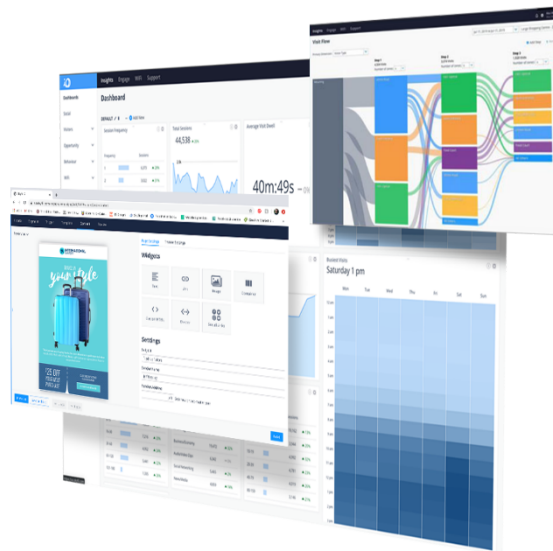
ASX: SKF | 8 November 2022

## About Skyfii

Skyfii helps organisations activate the power of their data through technology & human ingenuity, to find new ways to optimise the spaces where we live, work, shop, travel & play.

Skyfii's IO platform unifies your data points on one proprietary platform to give you the insights needed to solve the complex challenges of your present and future.

We ingest data from a diverse range of technologies including WiFi, Camera, People counting, LiDAR, CCTV and IoT devices. We combine these datasets with contextual data like weather, retail sales and sociodemographic to improve operational performance for retailers, airports, stadiums, smart cities and other public and commercial venues.



Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering: A team of data science and digital marketing consultants who help our clients harness more value from their data.

This announcement has been approved by Skyfii Limited's CEO.

Learn more at [www.skyfii.io](https://www.skyfii.io) or follow Skyfii updates at <https://au.linkedin.com/company/skyfii>

### Media

John Rankin  
Chief Operating Officer  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)

### Investors

Craig Sainsbury  
Market Eye  
P: +61 428 550 499  
E: [craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)