

4th September 2018

Skyfii Signs Three-Year Contract with Brazilian Retailer Frigelar

Highlights:

- Three year contract signed with Frigelar white goods retailer in Brazil
- Contract for the deployment of Skyfii's full suite of SaaS recurring revenue 'IO Platform' services, including 'IO Connect' (data collection), 'IO Insight' (data analytics) and 'IO Engage' (marketing tools)
- Deployment across 31 retail venues

SYDNEY, AUSTRALIA, 4th September, 2018 - Skyfii Limited (ASX:SKF) (Skyfii or the Company) a data analytics and marketing services company, is pleased to announce that it has signed a three year contract with Frigelar, a national white goods retailer in Brazil.

Under the contract, Skyfii will provide access to its full suite of IO Platform services (SaaS recurring revenue), including IO Connect (data collection), IO Insight (data analytics) and IO Engage (marketing tools).

Frigelar is a large white goods retailer in Brazil, providing products to both consumers and white good service technicians. Founded in 1966, the retailer has expanded to provide goods across 31 venues in Brazil, covering 16 of the country's states.

This contract is being delivered in partnership with Roof Digital, a Brazilian based digital marketing agency.

Operating both a retail and technical services business, Frigelar sought a unique solution that would enable them to differentiate between both the technical and retail customer segments and their behaviour in-store.

Utilising IO Connect (data collection) Frigelar can request information from their customers as part of the WiFi registration process. These insights are then used to differentiate between both customer segments, allowing Frigelar to analyse the visitation behaviour of both groups utilising IO Insight (data analytics).

Through the application of IO Engage (marketing tools), both of these customer groups can be engaged with tailored marketing campaigns. Using the information collected via IO Connect as a means of segmentation and IO Insight as a source of intelligence into visitation patterns.

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4th September 2018

Wayne Arthur, Chief Executive Officer; Skyfii commented "It is with great pleasure that I welcome Frigelar as a new client of Skyfii in Brazil.

The need for physical retailers to understand more about their audience and differentiate customer segments is not unique. Only with the application of new technology has the capability been a possibility for non-e-commerce companies.

With the deployment of Skyfii's solution, it is great to see these same capability provided to brick-and-mortar retailers, in order to provide their customers with as great a level of personalisation as their online counterparts."

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



4th September 2018

- Marketing Services (MS): Delivering best in-class data-driven marketing practices, empowered through the fusion of digital and behavioural data

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