ASX ANNOUNCEMENT
13th October 2015

SKYFII ENTERS THE UK & IRELAND MARKETS VIA NEW DISTRIBUTION AGREEMENT WITH DATA SOLUTIONS

Highlights

- Wholesale distribution agreement signed with a leading IT sales and marketing distributor in UK & Ireland, Data Solutions.
- SkyFii will provide data analytics services via Data Solutions to an established channel of resellers based in the UK and Ireland. Initially this will be within the channel Data Solutions has established with industry leading WiFi hardware provider Aruba Networks, now an HP company.
- Data Solutions currently reaches over 200 customers in the region through its distribution of Aruba Networks products.
- First pilot contract through Data Solutions has been signed with Eyre Square Shopping Centre in Galway, Ireland.
- Agreement aligns with SkyFii's growth strategy and builds further momentum in its international expansion strategy through partnerships with key distributors with excellent regional penetration.
- Further international opportunities in the pipeline across the UK.

Data services company SkyFii Limited (ASX: SKF) (**SkyFii, the Company**) is pleased to announce it has signed a wholesale distribution agreement with Data Solutions, a leading IT sales and marketing distributor in Ireland and the UK. Under the agreement, SkyFii will supply data analytics services to Data Solutions' reseller customers.

Data Solutions has a strong reputation for enabling high growth businesses to achieve high market penetration through its trusted relationships and strong existing market credibility. It is an established regional distributor of many leading brands including Citrix, Symantec, Arista and Aruba Network products and services. Data Solutions currently reaches over 400 reseller partners and thousands of end user customers in the region through its numerous distribution agreements.

Under the agreement, Data Solutions can sell SkyFii's services to existing Aruba resellers leveraging their exclusive distribution agreement with Aruba Networks. They can also target new non-Aruba wireless resellers providing access to a larger pool of potential customers for SkyFii. Service fees will be collected from end customers by Data Solutions.

Data Solutions will be responsible for providing support to the end customers including account service and call centre enquiries. Alongside this, SkyFii will provide dedicated product support to all businesses that utilise SkyFii's services through Data Solutions.

The first pilot contract has also been signed and will be delivered through Data Solutions' reseller Electro Automation in the coming weeks. The trial services agreement has been signed with Eyre Square Shopping centre in the town of Galway, Ireland. This trial will commence within the coming weeks and will run for a 4 week period. It is anticipated that if successful, a full services contract will commence. SkyFii currently has a 90% conversion rate of pilots into full services contracts.

The distribution agreement is aligned with SkyFii's strategy to expand internationally through partnerships with distributors with excellent regional penetration.

SkyFii CEO Mr Wayne Arthur said:

"The distribution agreement with Data Solution is an ideal partnership for SkyFii as we continue to expand internationally and begin to penetrate the UK and Ireland. It brings SkyFii's data analytics services to a new, high value, geographic territory through an established partner with incredible reach and reputation. We are very excited about the opportunity this partnership brings, and the growth potential for SkyFii's product and services across this region."

Commenting on the distribution agreement, David Keating of Data Solutions said:

"Data Solutions is delighted to be working with SkyFii to distribute its genuinely innovative data services in Ireland and the UK. SkyFii's services allow businesses to interact and understand the needs of their customers better than ever before. For Data Solutions' resellers, it provides the opportunity to add real value to their business customers through a tool that brings intelligence to the way businesses approach their decision making."

ENDS

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About SkyFii

Skyfii is an innovative data services company that captures, stores and analyses behavioural data through technologies such as WiFi. 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.

About Data Solutions

Data Solutions is the leading Irish distributor for solutions in Next Generation Data Centre, Security and Network Communications and has been supporting and serving the IT Channel in Ireland since 1991. Data Solutions' core focus is to deliver faster market penetration for the vendors we represent. We achieve this by being More Committed to Growth than any other distributor in the marketplace, providing Better Marketing than the competition and having the Best Relationships with vendors and channel partners.

Our solutions are taken to the market via a partnership approach that has been developed over a twenty-year period. We are trusted by reseller partners to recommend best-of-breed technologies, to represent resellers' best interests with end-users and are 100% committed to building long-term strong trusting relationships with vendors, resellers and the end user community.