

ASX: SKF

## SKYFII EXECUTES LONG TERM AGREEMENT WITH MAJOR US MALL MEDIA COMPANY

### Highlights

- Skyfii has entered into an exclusive Partnership Agreement with major US retail mall focused Out-of-home media company, McGavren Guild Malls to grow Skyfii's footprint in the North American retail mall market.
- Skyfii's first major commercial agreement in North America and provides it with direct, large-scale exposure to the North American retail mall sector.
- MG Malls is a New York-headquartered retail shopping mall-focused Out-of-home media company with a customer base of more than 3,000 malls throughout North America.
- Agreement represents a significant opportunity to expand Skyfii's guest WiFi and data analytics footprint and drive sales of its digital marketing and advertising products.
- Agreement is for an initial term of three years including a six month trial period.

Skyfii Limited (ASX: **SKF**) (**Skyfii** or the **Company**) is pleased to announce that it has entered into an exclusive long-term Partnership Agreement (Agreement) with major US retail focused OOH (Out-of-Home) media company, McGavren Guild Malls (MG Malls) to grow Skyfii's guest WiFi and data analytics services market share in the massive North American retail mall sector.

This is Skyfii's first major commercial agreement in the North American market, and provides the Company with direct, large-scale exposure to the North American retail mall sector.

North America is a priority target market in Skyfii's global expansions plans and the execution of this Agreement represents a highly significant milestone in the execution of the Company's international business plans.

MG Malls is a New York-headquartered independent media representation company focused on all facets of the mall media experience. It operates a wide range of OOH advertising and media formats in more than 3,000 shopping malls throughout North America.

The Agreement not only represents a significant opportunity to expand Skyfii's guest WiFi and data analytics footprint in North America, but also to leverage MG Malls strong OOH advertising and media presence in its shopping centre customer base to drive new business for Skyfii's high value-add digital marketing and advertising products.

### Details of Agreement

Under the Agreement, MG Malls will incorporate Skyfii products into MG Malls' shopping centre media products' offering, and will market Skyfii products to its shopping centre property owners, groups and developers in North America - with the aim of driving new business for Skyfii's products.

MG Malls will provide Skyfii ongoing shopping centre customer sales engagement, customer management and relationship support. MG Malls will receive a sales commission on revenue generated from Skyfii products sold during the term of the Agreement.

Skyfii will provide MG Malls with full access to all relevant sales and marketing collateral to assist in the sales process, and will be responsible for maintaining all commercial aspects of contracting, installation, billing and collections for Skyfii products and services.

The Partnership Agreement is for an initial term of three years, effective from 18/7/16, and includes a six month trial period, which will incorporate the first six months of the three year agreement term. The successful completion of the trial will be assessed against mutually agreed criteria at the conclusion of the trial period.

The Agreement is an exclusive agreement in that MG Malls will act as the exclusive sales agent for Skyfii in the shopping mall space in North America (specifically, the USA and Canada), and it will not engage with or represent direct competitors to Skyfii products and services.

### **North American Market Opportunity**

Having established a market leading position in the retail mall market in Australia, Skyfii is committed to growing its international footprint. It has already developed a strong presence in markets such as Brazil and South Africa, and recently established offices in the USA and the UK and has re-seller agreements in place in both markets.

Growth in the US market is a key focus. There more than 100,000 retail malls in the US (compared to around 1,500 in Australia), not to mention major market opportunities in other key verticals, such as transit, stadia, government and municipalities and universities. Given the market leading position of Skyfii's proprietary, cloud based technology platform, the Company has strong confidence in its ability to compete successfully with international competitors for market share in the US market, and other major international markets.

### **Mr Wayne Arthur, Chief Executive Offer of Skyfii commented:**

*"We are delighted to enter into this Agreement with MG Malls. It represents a landmark agreement for the Company and in particular for our global growth plans, of which the North American market is the centrepiece. Not only does the Agreement pave the way for us to work in partnership with MG Malls to rapidly grow our footprint in this massive market, it is also provides the ideal platform for us to grow our value-add advertising and data services offerings. MG Malls has a significant presence in the North American market, and its decision to partner with Skyfii to deliver an enhanced product offering for its shopping centre clients is strong validation for our market-leading data analytics services."*

**See the attached link <http://bit.ly/2a0ZxKT> for a videocast by CEO Mr Wayne Arthur related to this announcement.**

ENDS

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## 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. For more information visit [www.skyfii.io](http://www.skyfii.io).