

ASX: SKF

7th October 2021

## Skyfii signs \$1.6m in contracts across EMEA Region

**SYDNEY, AUSTRALIA, 7 OCTOBER 2021** – Skyfii Limited (ASX: SKF) (“Skyfii” or the “Company”), an omnidata intelligence company, is pleased to announce the expansion of its operations across the Europe, Middle East and Africa (EMEA) region via the execution of several new contracts.

The Company has signed key contracts in the EMEA region with a **combined Total Contract Value of over \$1.6m**, including:

- **Majid Al Futtaim (MAF)**, owner and operator of shopping malls, retail outlets and leisure centres in the Middle East, including Mall of the Emirates, have signed a three-year deal for the provision of IO Connect Guest WiFi across 19 shopping malls. MAF also operates the Carrefour supermarket brand in the UAE and owns the Geant supermarkets brand in the region
- Quick Service Restaurant operator, **McDonald's** have signed a three-year deal for the provision of IO Connect Guest WiFi and IO Insights data analytics platform across 183 restaurants across the UAE
- International shopping centre group **McArthurGlen Designer Outlets** has signed a three-year contract extension for the ongoing deployment of Skyfii's IO Connect Guest WiFi and IO Insight data analytics platforms across 24 designer outlet malls across the UK and Europe. The three-year extension with McArthurGlen follows a successful initial four-year term (reference ASX release 25 October 2017)

### Wayne Arthur, Chief Executive Officer; Skyfii, commented:

*"The Company's ability to secure partnerships with such high profile brands is testament to the business development efforts of our global team and the quality of our product and services offering. The Middle East region, in particular, represents an exciting new avenue of growth for the Company and we look forward to continuing to announce further deal activity in the region in the near term. We are also extremely pleased to have extended our current partnership with McArthurGlen Designer Outlets for a further 3 years, across their portfolio of malls in the UK and Europe."*

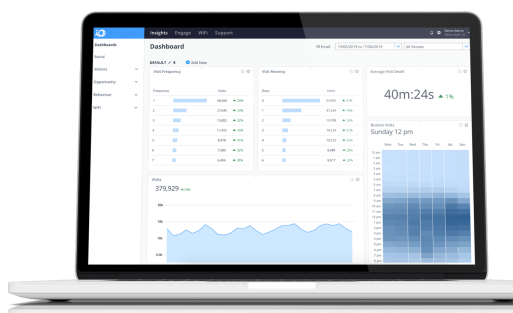


*"As international markets and consumer activity continues to normalise post COVID-19 we are seeing a growing pipeline of companies looking to utilise our people counting & venue analytics products to provide enhanced customer experiences in their venues. With a strong balance sheet and a market leading product offering, we are in an exceptional position to accelerate our growth to deliver a significant uplift in revenues in FY22 and beyond."*

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## About Skyfii



As the world's most trusted omnidata intelligence company, Skyfii collects and analyses billions of data points each month from a range of venue types across five continents.

Our SaaS cloud-based solution, the IO Platform, helps venues visualise, measure, predict, and influence customer behaviour, creating better experiences for their visitors and customers.

The IO Platform provides location and behaviour based communications software and tools to manage Wireless Access Points, 2D and 3D cameras, People Counting sensors, LiDAR, FishEye CCTV cameras and Artificial Intelligence (AI) enabled cameras that monitor passenger, pedestrian, car, bicycle traffic and IoT sensors that detect building, room, desk occupancy and climate monitoring data across multiple locations.

Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering: a team of data science and marketing consultants who help 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>

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