

## ASX / Media Release

8 October 2018

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# K2Fly Marketing Update

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### Highlights:

- K2fly Platinum Sponsor at the forthcoming SAP Mining conference, Prague October 2018
- K2fly exhibiting and hosting full day workshop on Social Licence at IMARC (International Mining and Resources Conference) November 2018
- Infoscope “White Label” Strategy gaining traction
- Infoscope to launch offering at AAMEG (Australia Africa Mining Energy Group) in November 2018
- K2fly engages Platform Communications to drive marketing strategy

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K2Fly Limited (“K2F” or the “Company”) is pleased to provide the following marketing update.

#### **K2fly Platinum Sponsor at the forthcoming SAP Mining conference in Prague**

As a Platinum Sponsor of the SAP Mining Conference, K2F will be exhibiting and presenting a case study on Fortescue Metals Group (FMG), Australia’s 3rd biggest exporter of Iron Ore.

SAP has 18 of the top 20 global miners as clients, and the SAP conference will host 150 mining companies from over 20 countries. The event is a perfect opportunity for the K2F team to meet and follow up on discussions that have been taking place across a number of SAP sales opportunities and Industry forums, including a presentation to the SAP International Advisory Committee on Mining in September 2018. During these sessions a number of global mining houses have expressed an interest in further evaluating the Infoscope solution, and SAP Sales Executives will be hosting meetings with K2F.

#### **K2fly exhibiting and hosting full day workshop on Social Licence at IMARC**

Hot on the heels of the SAP Conference, K2F will be exhibiting and presenting at Australia’s largest mining conference, the International Mining and Resources Conference (IMARC) in Melbourne. IMARC will have 6,000+ attendees and 250+ participating mining and energy companies. On the opening day which is marketed as “Africa Day”, K2F will be running a full day seminar on Social Licence and highlighting the growing relevance of services such as Infoscope as mining and resource organisations focus on Social Licence. K2F has put together a very impressive list of presenters including Dr Nicky Black from the International Council on Mining and Metals (ICMM).

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Meetings with key personnel within qualified prospects have also already been arranged in advance of the conference.

### **Infoscope White Label Strategy**

As part of our strategy to extend the reach and value of the Infoscope product through indirect channels, K2F is actively promoting Infoscope as a “white label” solution to various service providers. Infoscope is already white labelled for one of our key projects, “The Keeping Place” <http://thekeepingplace.com/>.

This is a joint project with The National Trust (WA) for indigenous corporations and supported by FMG, Rio Tinto and BHP for the repatriation of cultural heritage information back to the traditional owners. This is due to be launched this calendar year.

Further to that engagement, K2F is engaged with various other service providers who have expressed a desire to deliver Infoscope functionality via their own channels in fields such as Environment, Native Title, Legal Services and Mining Industry bodies. This further exemplifies Infoscope’s flexibility to scale the solution to a range of different audiences and requirements. K2F is very optimistic about the “white label” opportunities for Infoscope.

### **AAMEG Membership and Presentation**

K2F has recently joined the Australia-Africa Minerals and Energy Group (AAMEG) and will present its Infoscope solution for Australian African resource companies at an industry function on 15 November in Perth. Accurate local data, presented spatially, will be of great assistance to Australian resource companies operating in Africa. Accurate local data will also boost their social licence to operate in a particular country by using Infoscope across the spectrum of ESG (Environment, Social and Governance) functions.

### **K2F Engages Platform Communications**

K2F has engaged leading resource-sector strategic communications agency Platform Communications to help focus and drive its marketing strategy. Platform has a strong record of delivering successful campaigns for its mining and mining services clients across Australia. Led by industry veteran Kirsty Danby, Platform is working closely with our leadership team to create and execute our marketing and communications strategy, which will also leverage Platform’s strong relationships with media, resources companies, the mining services sector and government.

ENDS

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**About K2fly**

K2fly Ltd is an ASX listed technology company which targets asset intensive industries. It supplies people, products and strategic alliances focussed on solving problems for clients.

K2fly owns **Infoscope** (a Data Collaboration solution) for use in Tier 1 companies.

K2fly also re-sells market leading software which has been developed by industry leaders in the USA, Australia, Europe and the UK. These solutions come from OBI Partners (USA), Kony (USA), Pointerra Limited (Aus), ABB (Switzerland) and Capita plc (UK), where they have an outstanding track record of delivering benefits to clients. K2fly has strategic alliances with global technology companies such as: GE(USA), Esri (USA) and SAP (Germany).

In addition, K2fly provides cutting edge advice, consultancy and services when it deploys its subject matter experts who have extensive domain knowledge in such areas as Rail, Electricity, Gas, Water, Mining, Oil & Gas, Facilities Management, Aviation and Defence.

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