



Investor Update

July 17

Gary Greenbaum
CEO and co-founder

Rahul Agarwal
CTO and co-founder

Syntonic Limited (SYT.ASX)
ABN 68 123 867 765



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Although Syntonic believes that its expectations reflected in the forward-looking statements are reasonable, such statements involve risk and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.



The Syntonic Executive Team



Gary S. Greenbaum, Ph.D.

Co-Founder, CEO

15 years of mobile leadership at Microsoft, Hutchison Whampoa, and RealNetworks

Developed RealVideo, the first global streaming video codec

8 granted patents

Doctorate in High Energy Particle Physics from University of California



Rahul Agarwal

Co-Founder, CTO

A recognized expert in architecting and developing large-scale mobile client-server solutions

Founder of Adroit Business Solutions, media solution enabler to the Fortune 100

Master of Computer Science graduate with multiple granted and pending patents



Ben Rotholtz

Chief Marketing Officer

Marketing team leader with more than 20 years of experience in consumer and enterprise software

Launched and sustained over 100 commercial products and services

Former VP Marketing, PopCap

Leadership roles at Electronic Arts, Rhapsody, Adobe and RealNetworks

Board of Directors



Steve Elfman

Non-Executive Chairman
Former President of Sprint
and Executive Managing
Partner at Tap Growth
Group



Gary Greenbaum

Managing Director
Co-Founder
and CEO



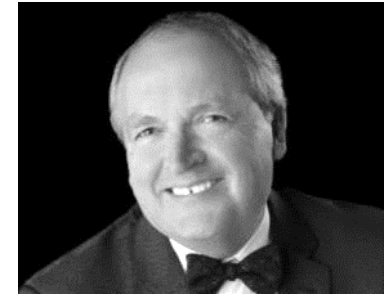
Rahul Agarwal

Executive Director
Co-Founder,
President and CTO



Chris Gabriel

Non-Executive Director
Former CEO of Zain Africa
and Top-100 Global Telco
Influencer



Nigel Hennessey

Non-Executive Director
Recognized leader in
technology
commercialisation with
executive and director roles

Advisory

Kevin Packerham

Former Chief Product Officer at Samsung Telecommunications America

Rudy Gadre

Former VP & General Counsel at Facebook

John Landau

Former SVP at Tata Communications

Bill Richter

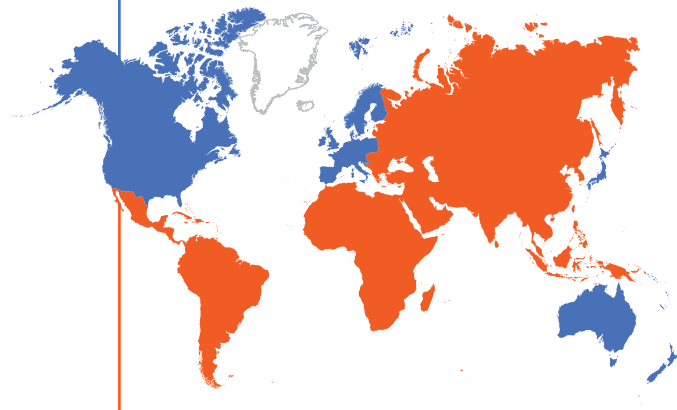
Former President at EMC/Isilon Storage Division

Challenges with the mobile economy

Mobile Consumers

Subscriber Frustrations

- Plan overages and data throttling
- Costly international roaming charges



2 Billion Underserved Subscribers

Ration their data use

Source: GSMA, *The Mobile Economy*, 2013

App Publishers & Brands

The cost of acquiring a monetizable mobile customer continues to increase

Country	Average Expense for Customer Acquisition (US\$)
Australia	\$3.68
United States	\$3.59
Canada	\$3.49
Japan	\$3.44
New Zealand	\$3.13

Source: www.charboost.com/insights, 7-July-2017

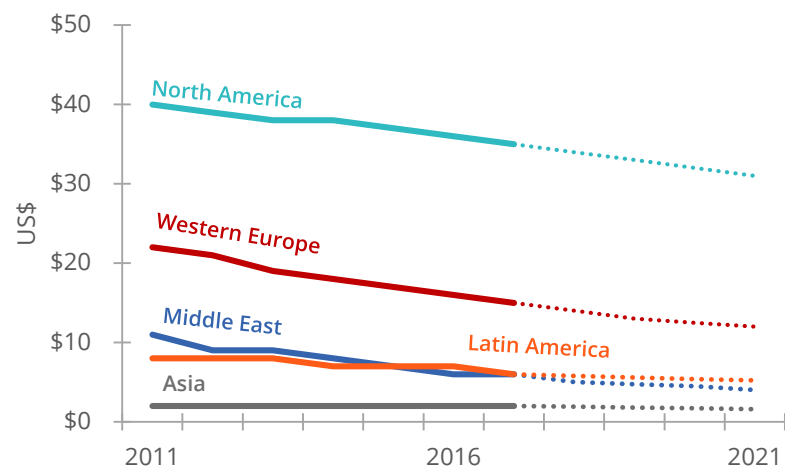
Only 24% to 29% of iOS users will use an app again after the first 24 hours of first session

Source: *adjust*, Q1 2016

Challenges with the mobile economy

Mobile Operator

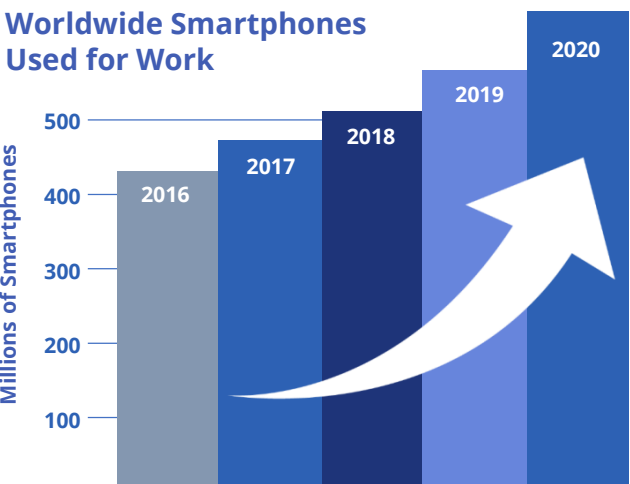
ARPU is falling in virtually every region



Source: Strategy& 2016 | 2017-2021 est.

SMBs & Enterprise

Smartphones on average raise employee productivity by 6.7 hours per week



Source: IDC, 2013

US\$4.47 Billion Annual Overspend on corporate subsidized mobile data use

Source: ISG Survey, 2016

Mobile data services QoQ growth is trending negative

Transforming how consumers & businesses experience the mobile Internet



Freeway

Enabling mobile access through
sponsorship and paid
subscription content-plans



**SYNTONIC
DataFlex**

Enabling more cost-effective
deployment of BYOD for
enterprises with split-mobile billing

**SYNTONIC**

One platform, two solutions



Enabling mobile access through
sponsorship and paid subscription
content-plans



Consumer solutions



Transforming the mobile experience

Content Services

Ad Supported

Data-free Promotions

Pay-per-view / On-Demand

Over-the-top (OTT)

Subscriptions ('content plans')

Targeting

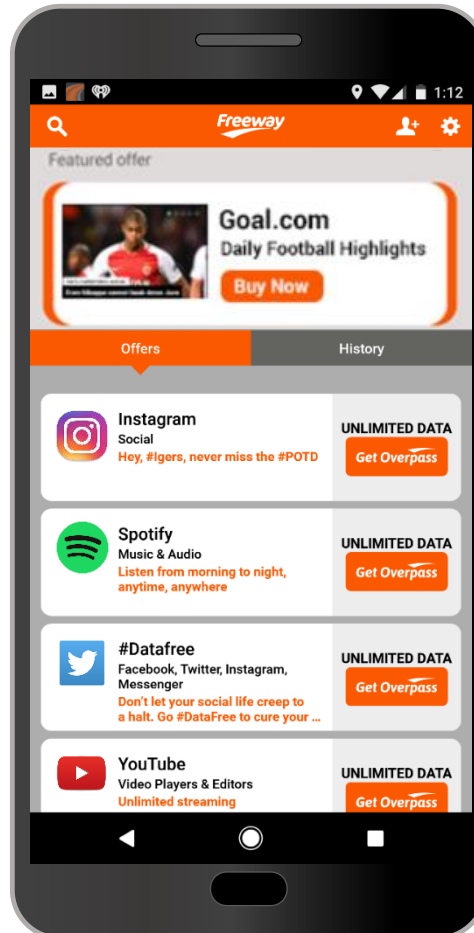
Games

Social Media

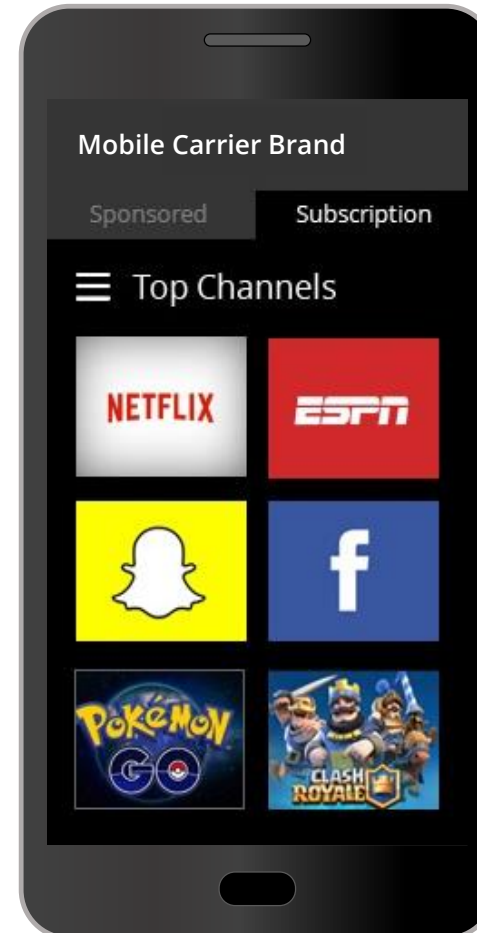
AR/VR

and other apps

Freeway Experience (Cross-Carrier)



Mobile Operator Experience (powered by Freeway)



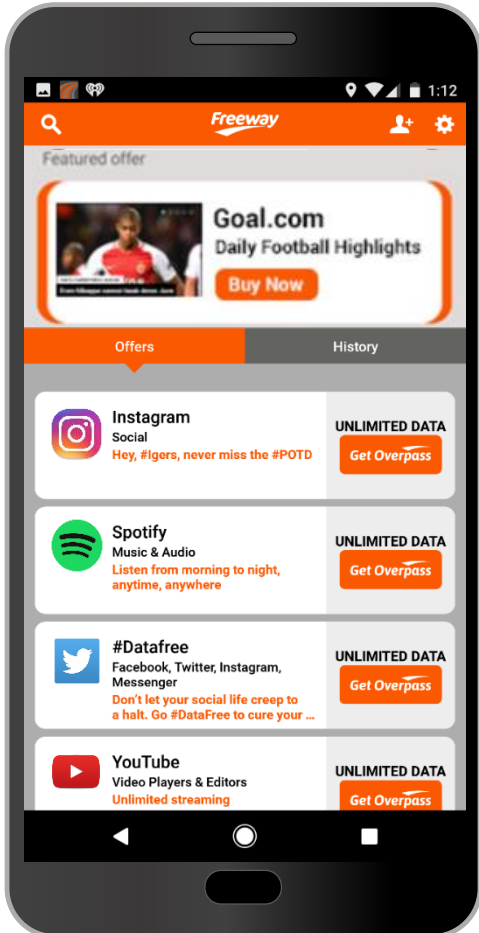
"50% of mobile subscribers would pay 10% more for unlimited access without throttled speeds or hidden costs, for only the apps they value most"

Matrixx infographic 2017



Revenue models: Freeway Overpass & Sponsored

Freeway Experience (Cross-Carrier)



Service



Cross-carrier content subscription service, providing consumers unlimited content-plans for a specific duration

Cost of Revenue

Premium
Content Providers
(rev share)

Mobile
Operators
(wholesale data*
US\$1 – \$10/GB OR
Carrier rev share)

Revenue

Consumer Subscriptions
(US\$1-\$15/month)



Cross-carrier consumer service providing sponsored access to specific mobile content paid for by content providers and brands

Mobile
Operators
(wholesale data*
US\$1 – \$10/GB OR
carrier rev share)

App Publishers & Brands
(acquisition & engagement
performance marketing:
Rev per install and action)



Revenue model: Freeway for mobile operators

Mobile Operator Experience (powered by Freeway)



Recurring Fees

Device Royalties

Volume pricing based on active units/month

Maintenance Support

Fixed percentage of monthly invoiced fees & royalties

Hosting Fees

Optional hosting across Syntonic's global network of data centers

Market Opportunity

Large Operators (>50M subs)

>US\$500K/month/operator*

Represents ~30 operators

Midsized Operators (10m – 50m subs)

US\$100K-\$500K/month*

Represents ~65 operators

Small Operators (<10m subscribers)

US\$100K/month*

Represents ~1000 potential operators and ~1000 MVNOs

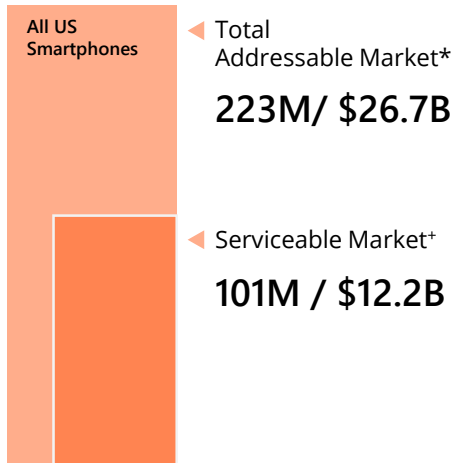
*Revenue numbers assume full deployment and will vary by geography



Market opportunities: CPI, CPA, and subscription business models



US 'Content-Plan' Subscriptions



Example

5% market share

could generate annually

US\$609M

*U.S. Smartphone Market
*AT&T and Verizon non-unlimited eligible subscribers



India Data Rewards

185M
mobile gamers
downloading an average of
4.4
games/month
Syntonic Opportunity
based on 'Cost Per Install'
\$2.39 B
per year

Example

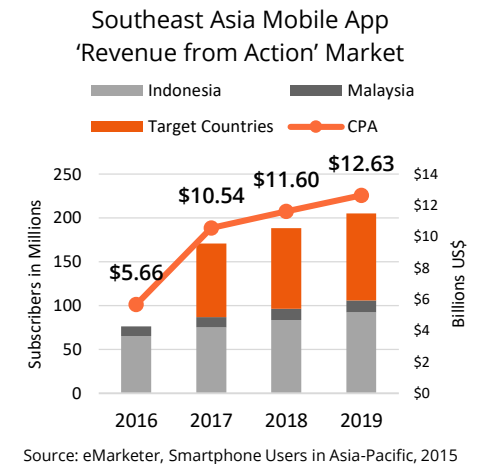
5% market share

could generate annually

US\$120m



Southeast Asia Sponsored Data



Example

5% market share

could generate annually

US\$527m



Content

Recent Offers



Premium Content Partners





Case Study

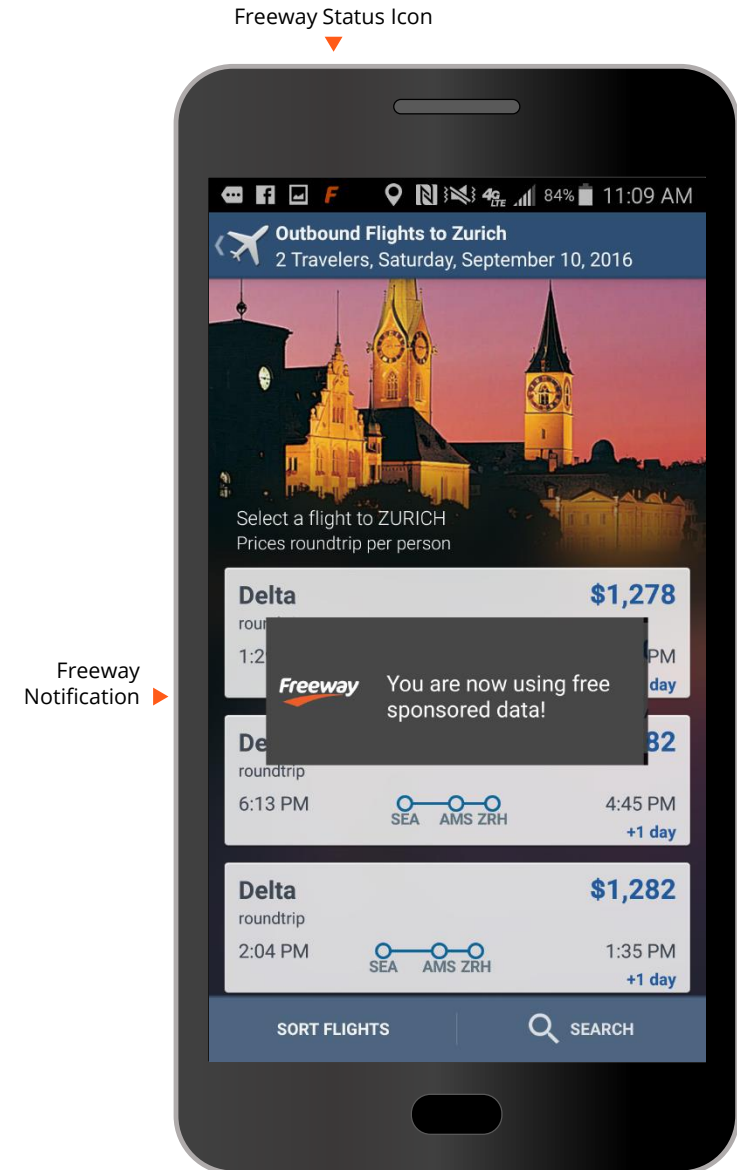


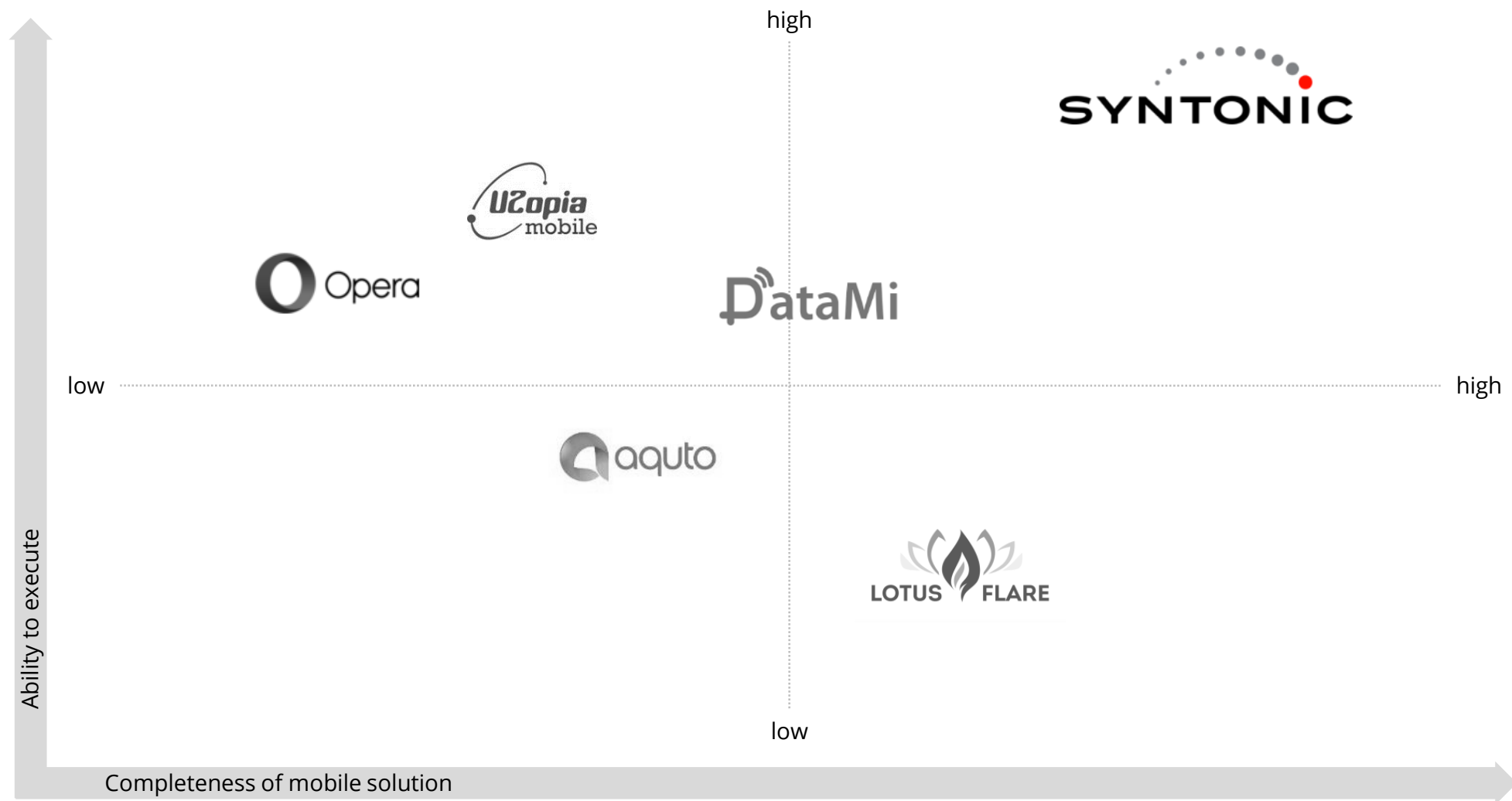
It's easier to acquire, engage, and monetize a connected consumer

Freeway by Syntonic enabled Expedia to provide their consumers with frictionless worldwide travel services.

"David Doctorow, Expedia's senior vice president of global marketing, said paying for data helps the site connect with its users, particularly when they are traveling and more likely to be sensitive about data usage."

— Wall Street Journal







SYNTONIC DataFlex

Enabling more cost-effective
deployment of BYOD for enterprises
with split-mobile billing

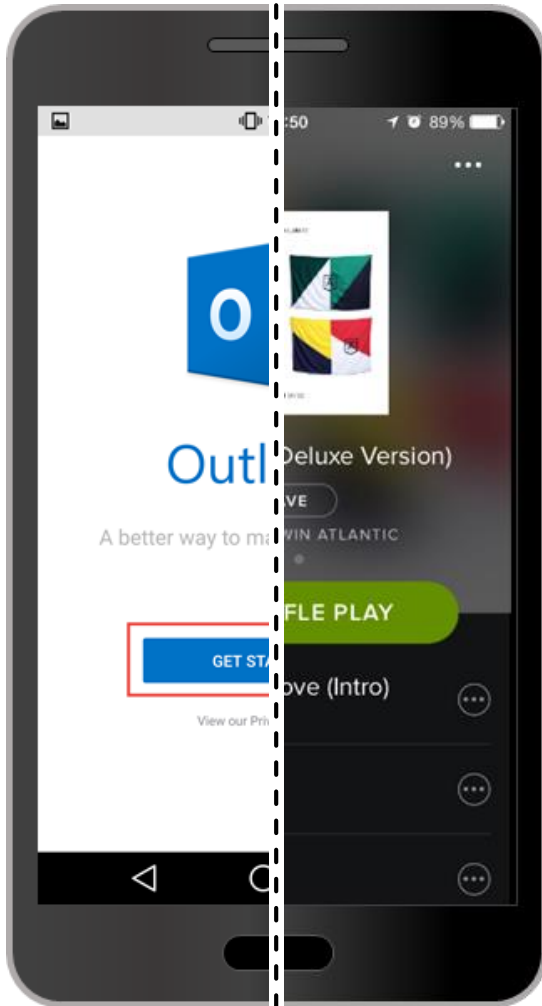


Enterprise Solution

Split Billing and Application Data Analytics

Business Data

Personal Data



Separates personal and business use

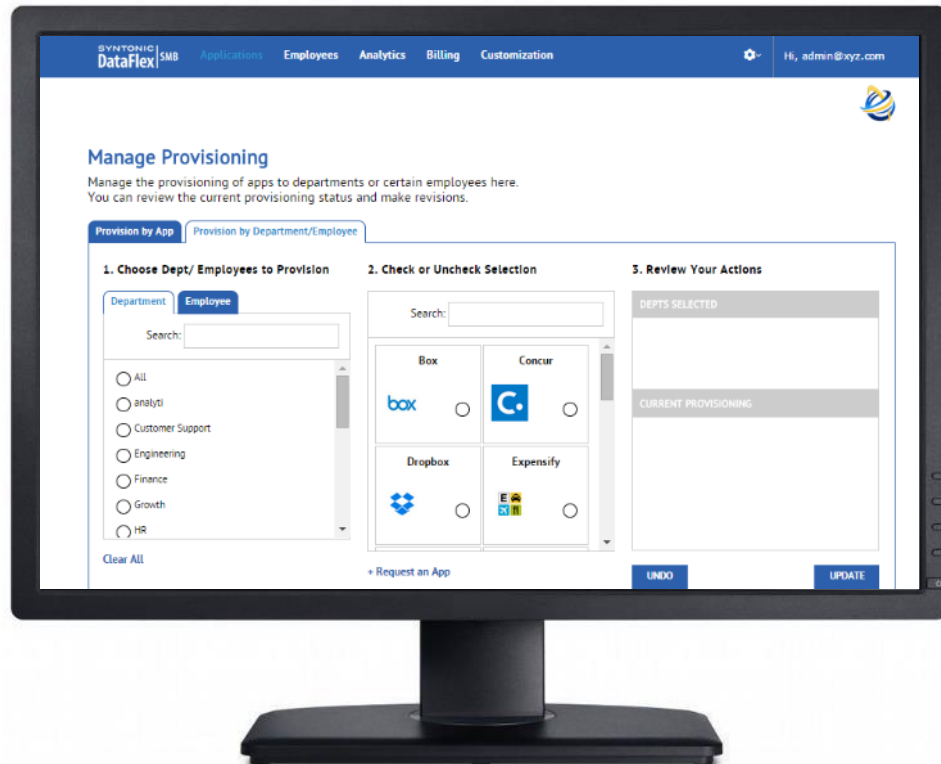
50% or more reduction
of corporate mobile costs

10% or more enhancement
of workforce productivity

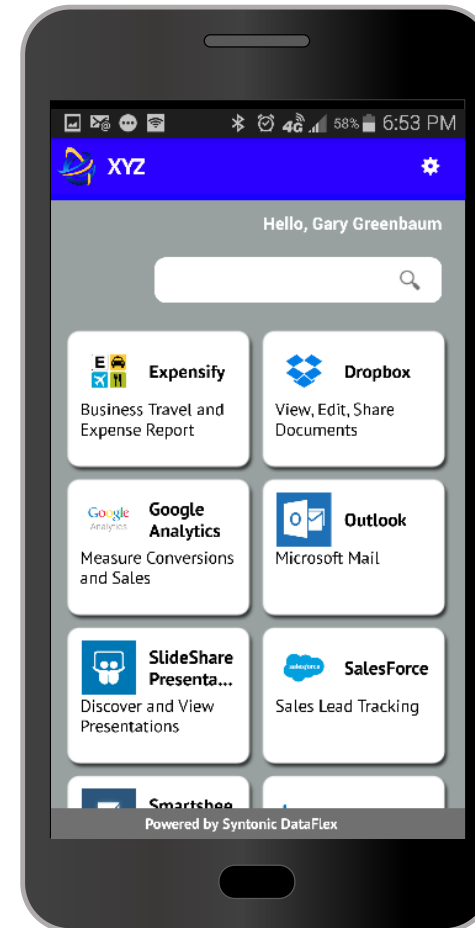
Enhanced corporate security
with employee usage analytics

Addressable market for Syntonic DataFlex

**100,000+ companies with over
75M employees in the U.S. alone**



Admin Management
Dashboards

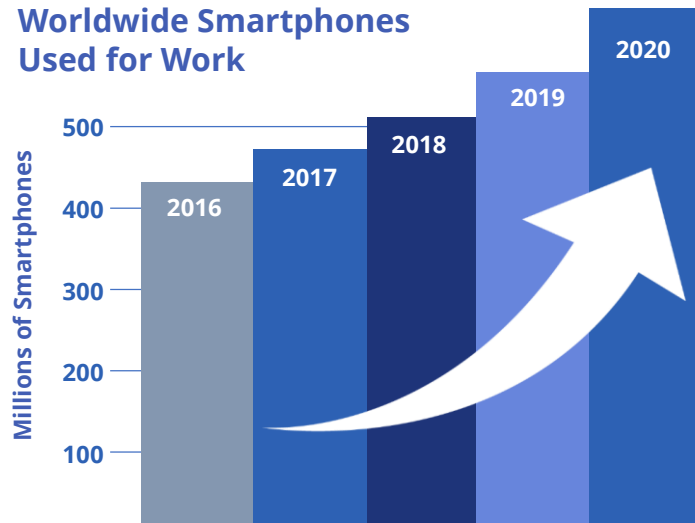


Mobile Device
Experience

SEATS PER YEAR	500 Employees	5,000 Employees
ANNUAL LICENSE (SEAT-BASED)	US\$30,000 (Standard Edition)	US\$480,000 (Premium Edition)
MAINTENANCE & SUPPORT	US\$6,000	US\$96,000
PROFESSIONAL SERVICES	Variable	Variable
SYNTONIC ANNUAL REVENUE	US\$36,000	US\$576,000
ANNUAL COMPANY SAVINGS	US\$210,000	US\$1,800,000

Addressable Market

Worldwide Smartphones Used for Work



Source: IDC, 2013

81% of US
companies support
BYOD now
or plan to in the
next 12 months.

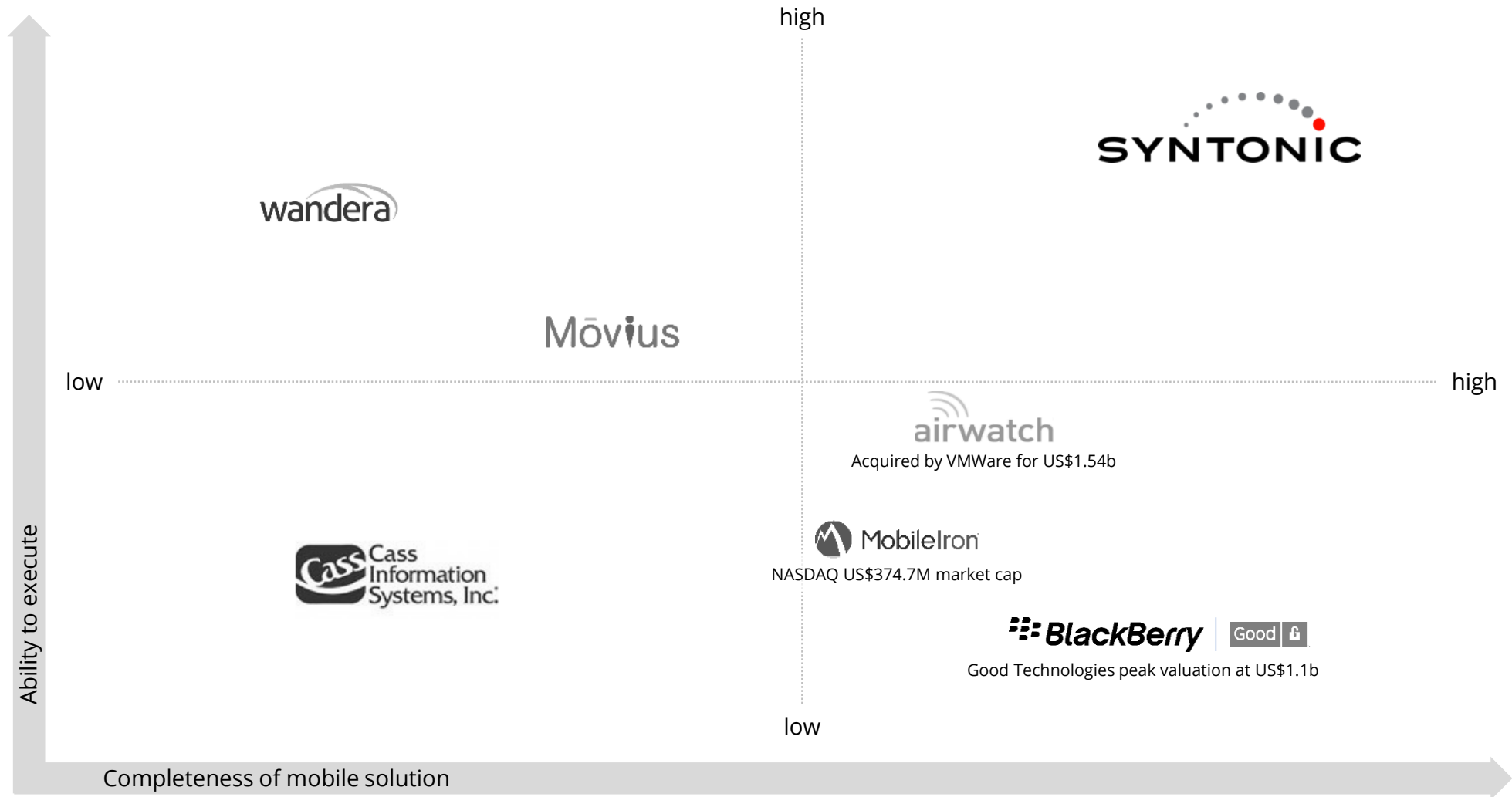
Source: ISG Survey, 2016

Example

1% market share

could generate

**US\$300m
annual revenue**





Corporate Overview

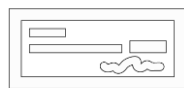


Why Syntonic is a great investment



First Mover Advantage

Commercially deployed and generating revenue



Fully Funded

Funded to capitalise on opportunities ahead



Market Size

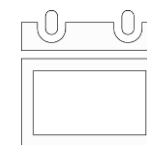
6.1B smartphone users by 2020



Credible Partnerships with Global Reach

Capturing market opportunity with significant partnerships:

- Verizon
- AT&T
- Tata Communications



Available Today

Broad distribution throughout world:

- US
- Southeast Asia
- India
- Latin America

Corporate Details

ASX Code	SYT
Issued Ordinary Shares	2,355,643,546
Market Capitalization (undiluted, 30-Jun-2017)	A\$80.1 MILLION

Major Shareholders

Gary Greenbaum	19.92%
Rahul Agarwal	19.92%

Corporate

Completed reverse-acquisition and re-listing as Syntonic Limited on the Australian Securities Exchange (SYT.ASX)

Completed oversubscribed capital raising of 160m shares to sophisticated investors raising proceeds of A\$5.44 million

Globally recognized telecommunications leadership added to Syntonic Corporate and Advisory Board

Deployments

Expansion into Southeast Asia and Latin America – launched in Indonesia, Malaysia and Mexico

Launched Freeway in India with access to over 200m smartphone subscribers across all leading carriers with prominent game publishers such as Reliance Entertainment, Nazara, and Zapak Digital

Released first cross-carrier, OTT content services (Freeway Overpass) that offers unlimited 'content-plans' over mobile, available to over 140 million AT&T and Verizon customers

Agreements

Comprehensive licensing agreement of Syntonic platform technologies to Verizon Wireless to enable their data-free content services

Long-term extension of distribution and license agreement completed with global telecom, Tata Communications

Agreement to deploy Freeway by Syntonic on Verizon's FreeBee platform. Combined with AT&T, Freeway Overpass' OTT services have access to nearly 75% of U.S. smartphone market

Syntonic Connected Services Platform

Continued licensing to tier-1 mobile carriers worldwide for deployment in second half of 2017



- Broadening deployment in Southeast Asia and Latin America
- Exploratory expansion into Africa, Middle-East, and CIS
- Extending OTT content services (Freeway Overpass) beyond the U.S.



- On-going platform and client enhancements based upon Freeway updates
- Commercial deployments and expected re-seller relationships targeting end of calendar year

Financials

Achieving early stage revenue targets with continuing top-line growth



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