

Freeway Overpass™ to Expand Globally

Local affiliates to assist with Freeway Overpass deployment
in Latin America, Southeast Asia and Africa

Highlights:

- ***Syntonic initiates agency relationships to assist with Freeway Overpass' planned expansion into new markets: Mexico, Vietnam and Sub-Sahara Africa***
- ***Freeway Overpass gains traction in the US market 4 weeks after launching iPhone service and initial wave of marketing campaigns***
- ***Freeway SDK™ included in preloaded apps on 10 new Android smartphones coming to market this quarter***
- ***Syntonic to provide a Mobile World Congress 2018 keynote and sponsorship of mobile content services panel discussion with leading industry experts including Syntonic's CEO***

Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform and services provider, is pleased to announce today new local affiliates in Mexico, Vietnam and Sub-Sahara Africa to assist Syntonic with regional deployment of Freeway Overpass. Freeway Overpass is the first cross-carrier, over-the-top (“OTT”), paid and sponsored, subscription service that offers unlimited mobile access for the most popular mobile content and applications. The regional affiliates will assist the Company to secure Overpass deployments with carriers and content providers in the new geographies; in addition, they will assist with regional carrier support, customer service, consumer marketing, and demographically relevant content acquisition. Initial geographies were selected based on the significant size of their smartphone install base – 64.6m in Mexico, 48.8 in Vietnam, and 71.2m in Sub-Saharan Africa,¹ and the high cost of mobile data plans and surcharges, which makes Overpass, paid and sponsored offers, highly appealing.

Juan Carlos Belair, CEO, Spiralix, S.A., Syntonic's Mexico-based affiliate, commented: “We're excited to work with Syntonic to introduce Freeway Overpass, paid and sponsored offers, to millions of new consumers in Latin America. With our proven experience launching value-add mobile services, we're confident that we can expand market opportunities for Syntonic's products and services”.

In the past 4 weeks since the launch of Freeway Overpass on the iPhone, the service has been featured in Variety magazine, a leading and influential online entertainment industry publication, and has reached an audience of over one million consumers through targeted marketing campaigns and owned-media promotions. Early results demonstrate user interest primarily in video related content plans (50% of purchases that account for 32% of subscription revenue) and audio related content plans (over 25% of purchases that account for 26% of revenue). Syntonic is optimizing business financials by closely monitoring and refining every component of the customer journey from brand awareness, acquisition, registration, discovery, and engagement to purchase and renewal.

¹ eMarketer May 2017 (Vietnam); March 2017 (Mexico, Africa)



Gary Greenbaum, CEO and Managing Director of Syntonic, commented: "We're encouraged by the early interest in the new line of content services enabled by Freeway Overpass. We designed Overpass to be adaptable to the personalized expectations of consumers who have been constrained by restrictive data plans and we're confident in the opportunities to expand Overpass services outside the United States with the assistance of local affiliates in various geographies".

Consistent with the anticipated Overpass growth into new markets, Freeway continues strong growth in the United States. The Freeway SDK ("Software Development Kit") will be embedded into apps that are preloaded on 10 Android smartphones, launching during this current quarter. These apps employing the Freeway SDK are subject to a monthly app royalty paid to the Company. Revenue recognition associated with these preloaded apps will commence during the quarter.

Additionally, Syntonic was also selected for a leadership keynote at Mobile World Congress 2018, in Barcelona. Syntonic's CEO, Dr. Gary Greenbaum, will discuss emerging content models for monetizing access to the mobile Internet to an audience spanning influential mobile carrier and content executives. Syntonic will also sponsor a panel discussion with leading industry experts, including Syntonic's CEO, to discuss successful examples of these new models, including the industry leading Freeway Overpass service.

About Syntonic

Syntonic (SYT.ASX) is a Seattle based software company which has developed two mobile technology services: Freeway by Syntonic®, which allows consumers unlimited mobile access to content and applications, supported by subscription and sponsorship; and Syntonic DataFlex®, which enables businesses to manage split billing expenses for employees when they use their personal mobile phones for work. Founded in 2013, Syntonic has developed worldwide strategic partnerships with leaders in the mobile ecosystem.

To learn more about Syntonic, visit www.syntonic.com.

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