



Investor Update

October 2017

Gary Greenbaum
CEO and co-founder

Rahul Agarwal
CTO and co-founder

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



Disclaimer

This presentation does not constitute or form part of any offer to sell, or solicitation of any offer to buy, any securities in the United States or any other country. This presentation may not form the basis of any contract or commitment whatsoever with any person. Distribution of this presentation may be restricted by applicable law. In particular, only persons in the United States who are “qualified institutional buyers” (as defined in Rule 144A under the US Securities Act of 1933) may receive this presentation.

This presentation has been prepared by Syntonic Limited (“Syntonic”) as a summary only, and does not contain all information about Syntonic’s assets and liabilities, financial position and performance, profits and losses, prospects, and the rights and liabilities attaching to Syntonic or Syntonic’s securities. Any investment in Syntonic should be considered speculative and there is no guarantee that they will make a return on capital invested, that dividends would be paid, or that there will be an increase in the value of the investment in the future.

Some of the statements contained in this report are forward looking statements. Forward looking statements include but are not limited to, statements concerning Syntonic’s business plans, expected costs, and expected revenues, and other statements which are not historical facts. When used in this presentation, and in other published information of Syntonic, the words such as “aim”, “could”, “estimate”, “expect”, “intend”, “may”, “potential”, “should” and similar expressions are forward-looking statements.

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



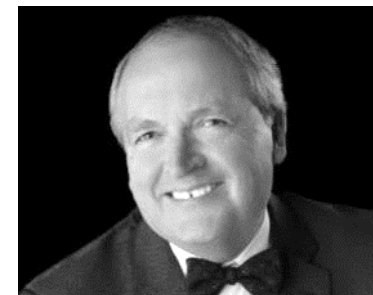
Rahul Agarwal

Executive Director
Co-Founder,
President and CTO



Chris Gabriel

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



Nigel Hennessy

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



Corporate Snapshot

Corporate Details

ASX Code	SYT
Issued Ordinary Shares	2,355,643,546
Market Capitalization (undiluted, 30-Sep-2017)	A\$75.4 MILLION

Major Shareholders

Gary Greenbaum	19.92%
Rahul Agarwal	19.92%



Quarterly Review



Transforming how consumers & businesses experience the mobile Internet



Freeway

Enabling mobile access through
sponsorship and paid
subscription content-plans



**SYNTONIC
DataFlex**

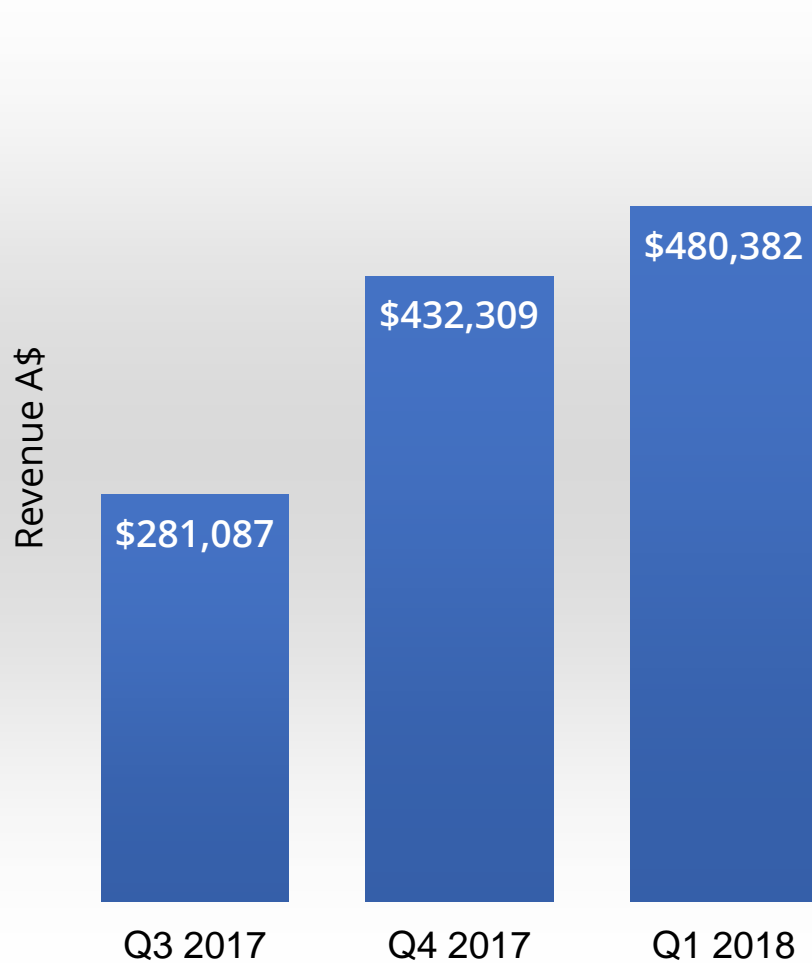
Enabling more cost-effective
deployment of BYOD for
enterprises with split-mobile billing

**SYNTONIC**

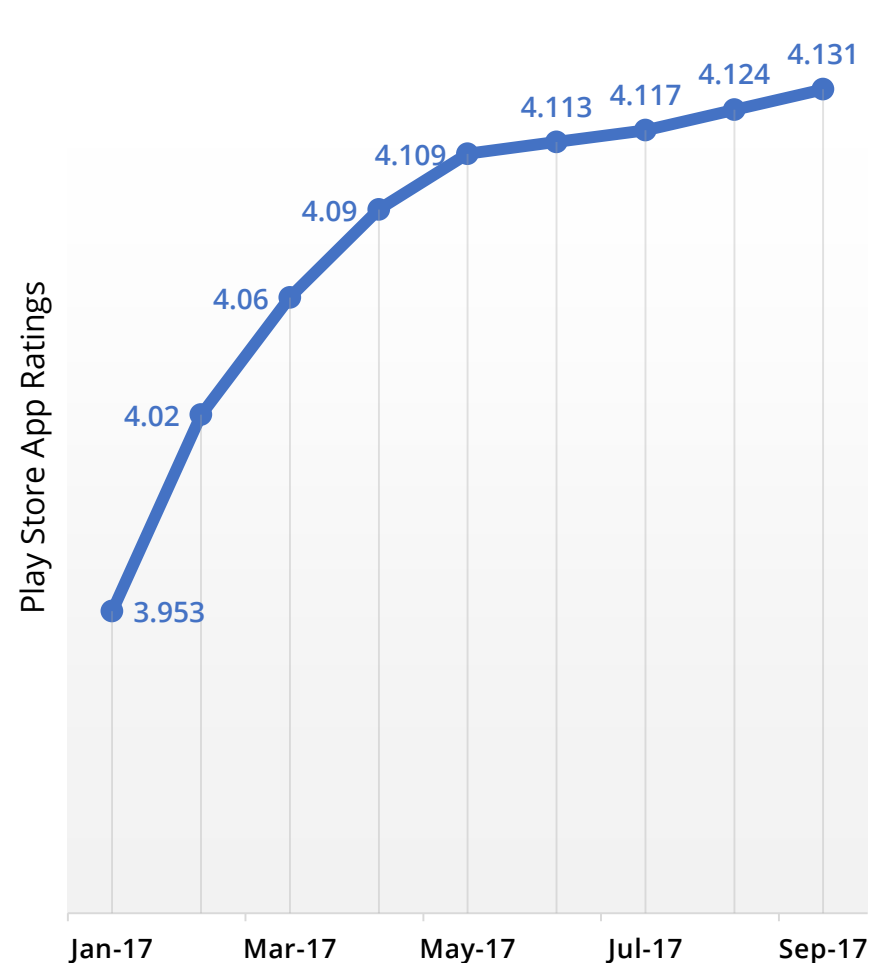
One platform, two solutions

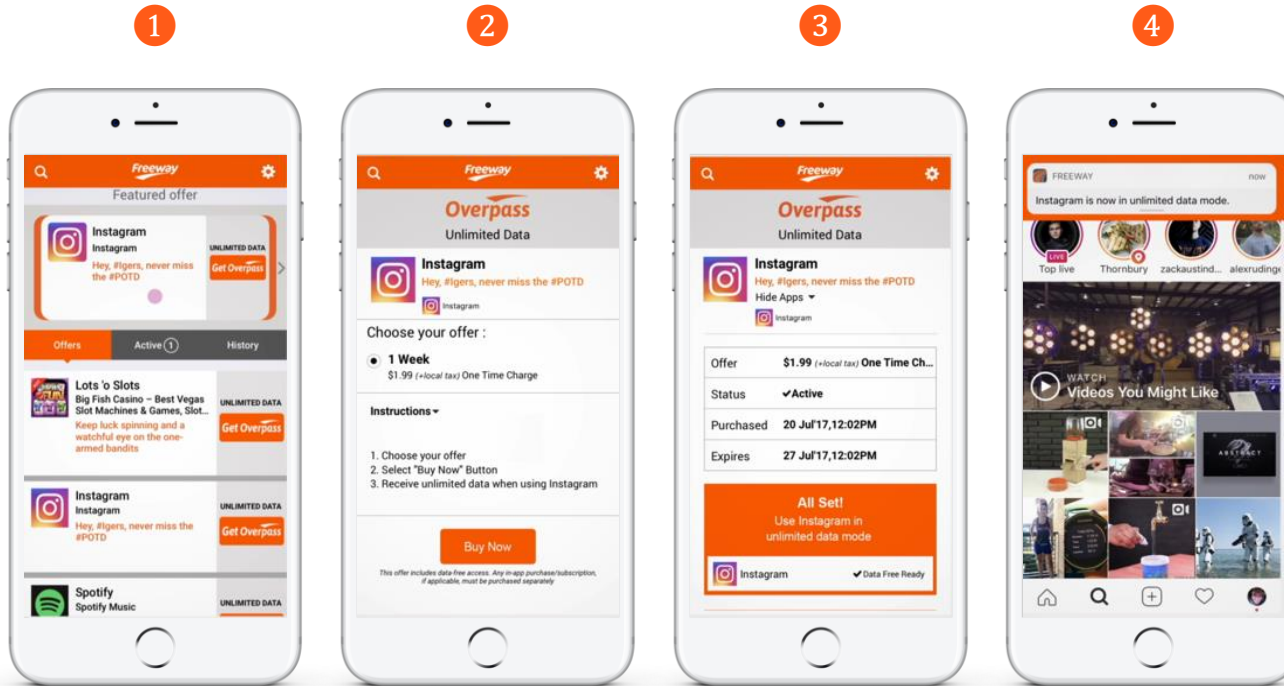
Three Consecutive Quarters of Growth

Quarterly Revenue



Customer Satisfaction

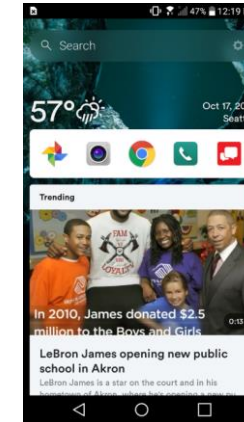




Release of Freeway Overpass on Android and iPhone

- First cross-carrier, paid and sponsored, unlimited data content service
- Available to 140+ million US subscribers
- Featured in Variety Magazine and >1M views of promotional video
- Announced planned expansion into Latin America, Southeast Asia, and Africa

Data-Free apps supporting the Freeway SDK



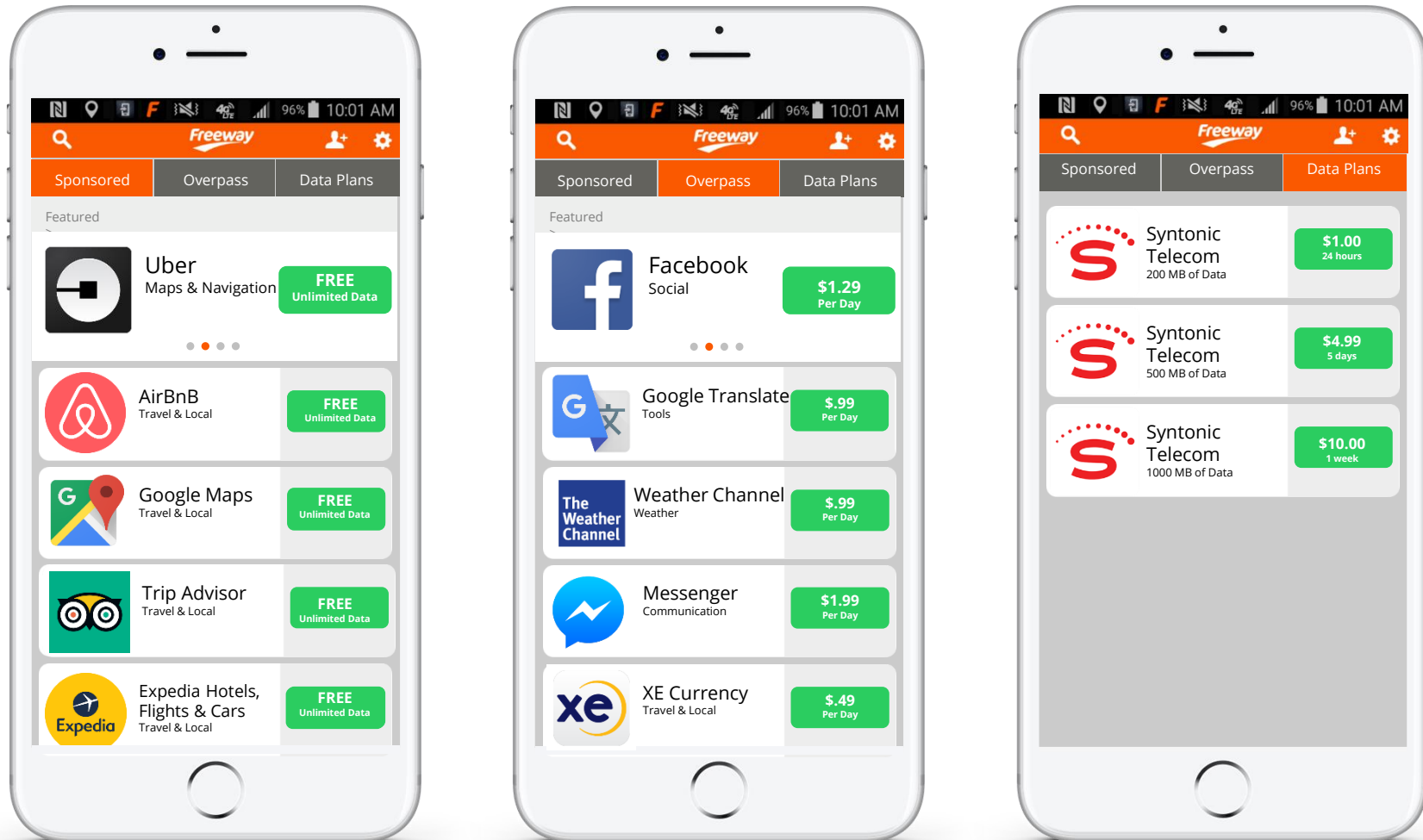
Large-Scale Deployment of Freeway Services

- Freeway SDK shipped on >19m smartphones
- Pre-installed on 2 Android devices, expanding to 10 more by end of year
- Delivered over 3.8PB (petabytes) of network traffic (equal to 800K DVDs) during the quarter



Upcoming Service: Freeway for International Travelers

Sponsored Access, Content Subscriptions, and Data Plans





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

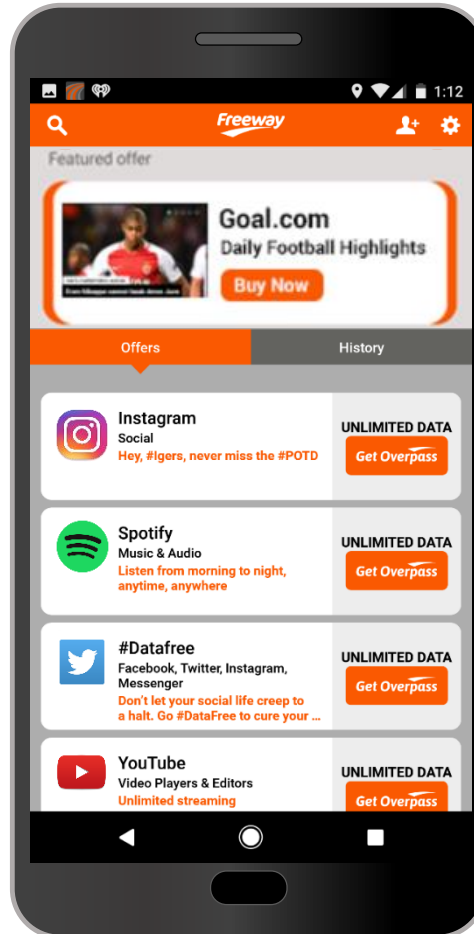
Games

Social Media

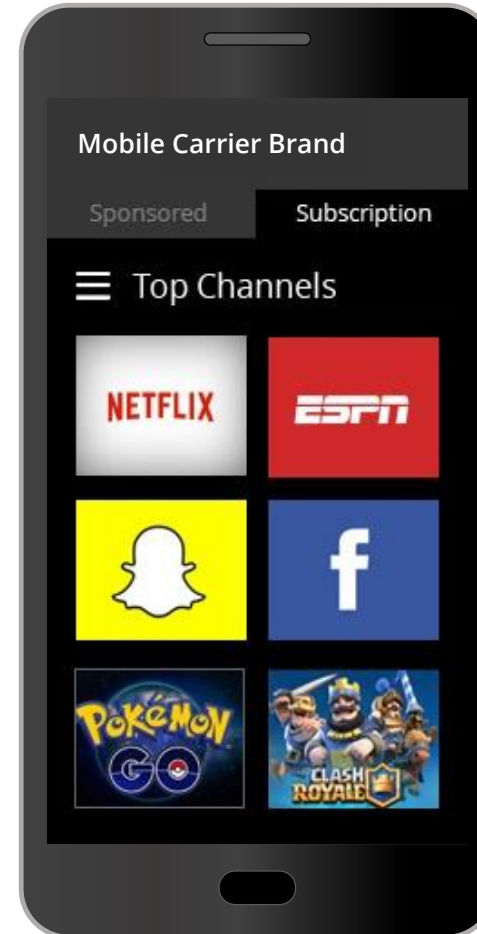
AR/VR

and other apps

Freeway Experience (Cross-Carrier)



Mobile Operator Experience (powered by Freeway)



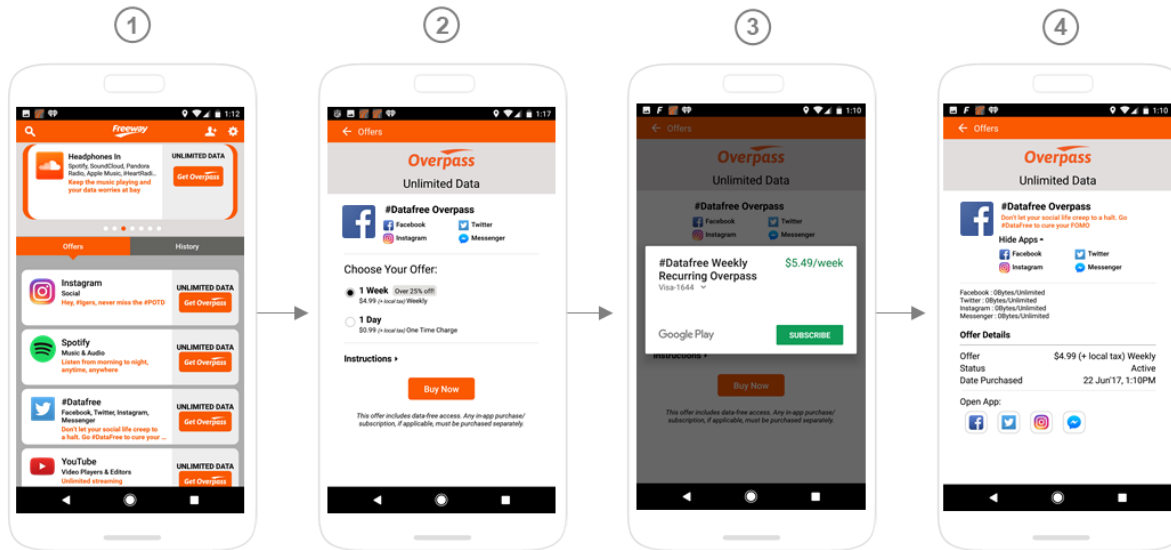
" 50% of mobile subscribers would pay 10% more for unlimited access without throttled speeds or hidden costs, for only the apps they value most"

Matrixx infographic 2017



Freeway Overpass user experience

Freeway Overpass: Cross-carrier content subscription service, paid and sponsored, providing unlimited data access to a broad range of apps



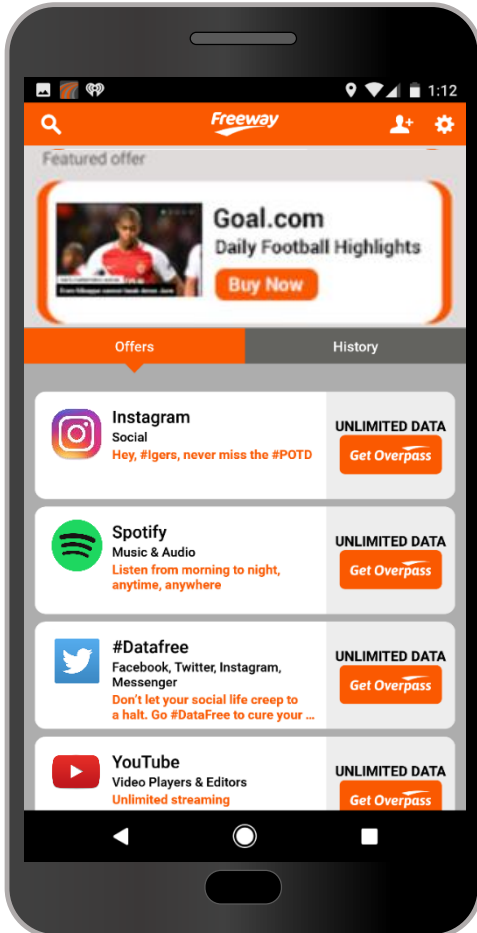
Now available on iOS and on Android

Accessible to over 140 million U.S. subscribers



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)

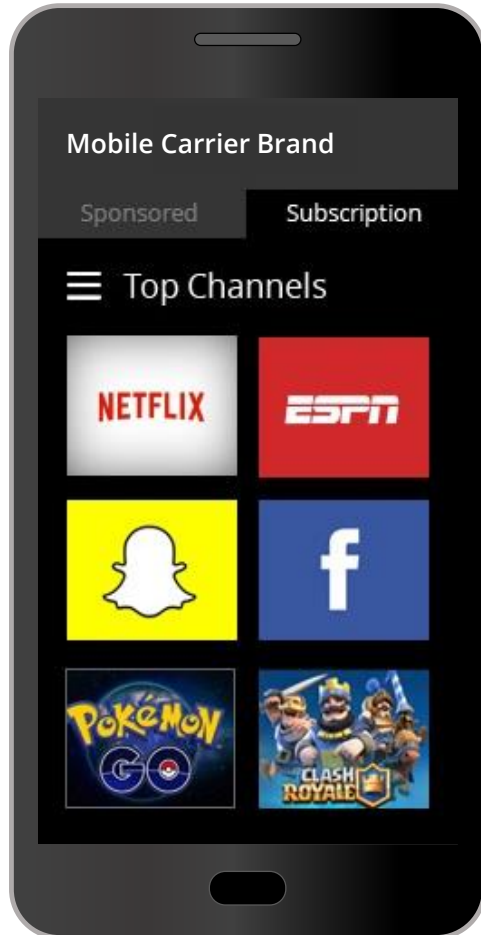
App Publishers & Brands
(acquisition & engagement
performance marketing:
Rev per install and action)



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

Addressable Market Size (fully deployed): US\$180M/year opportunity

Midsized Operators (10m – 50m subs)

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

Represents ~65 operators

Addressable Market Size (fully deployed): US\$390M/year opportunity

Small Operators (<10m subscribers)

US\$100K/month*

Represents ~1000 potential operators and ~1000 MVNOs

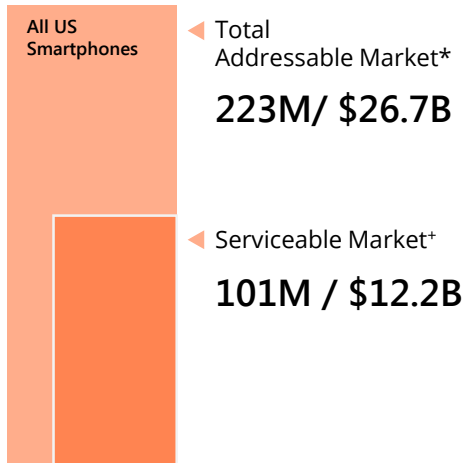
*Revenue numbers assume full deployment and will vary by geography



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

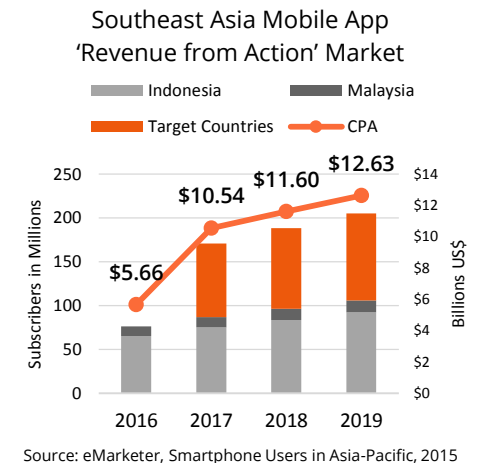
5% market share

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

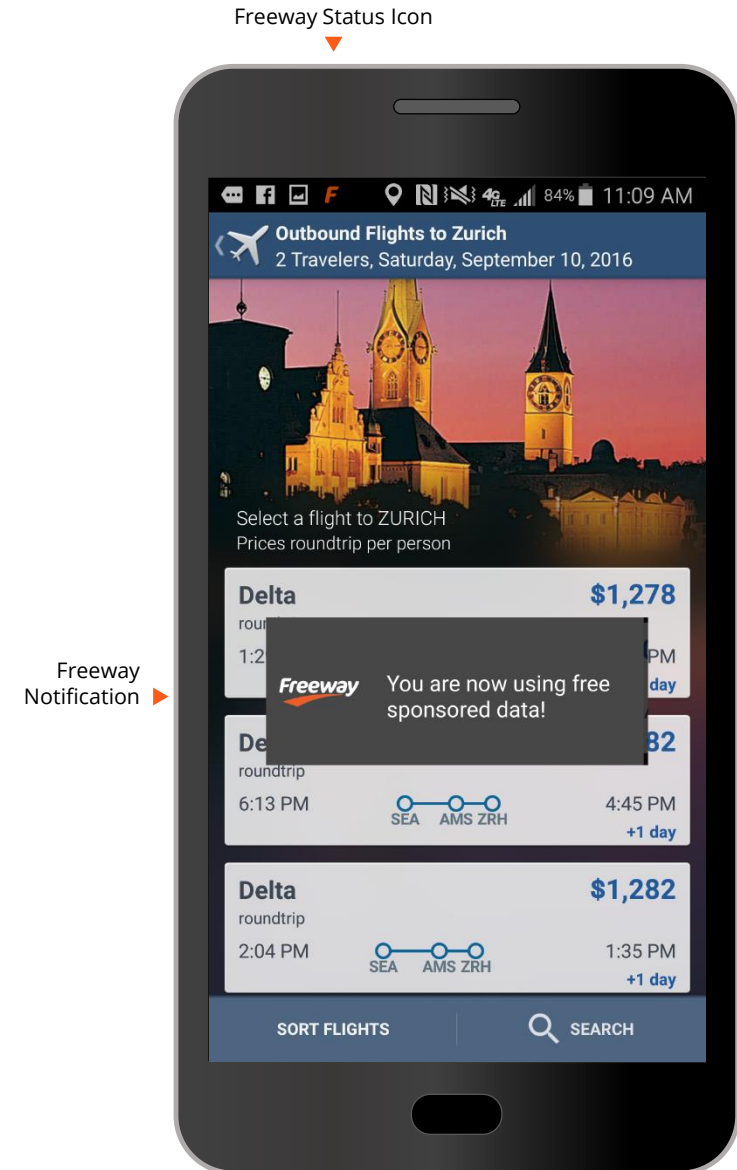


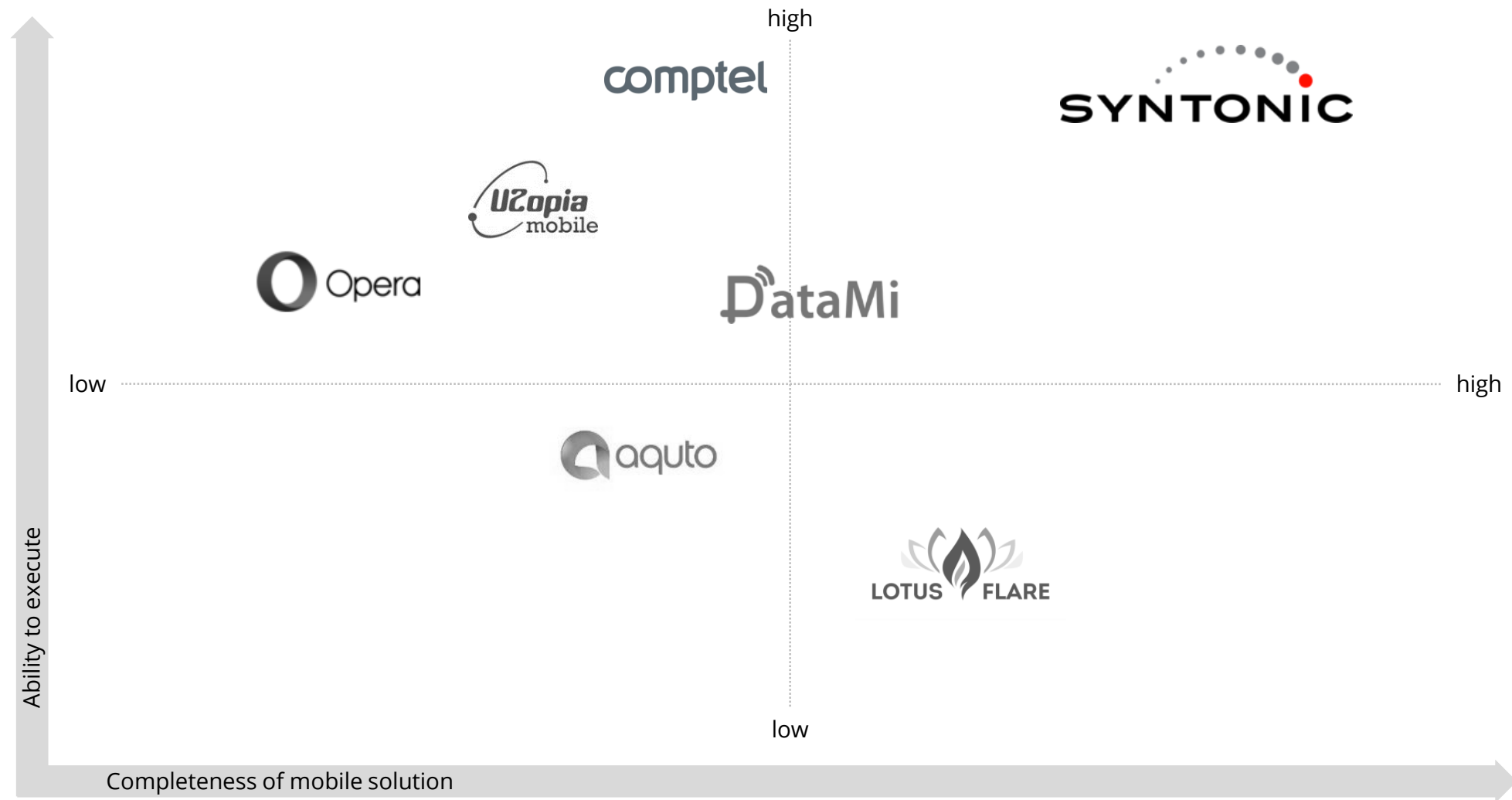
It's easier to acquire, engage, and monetize a connected consumer

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

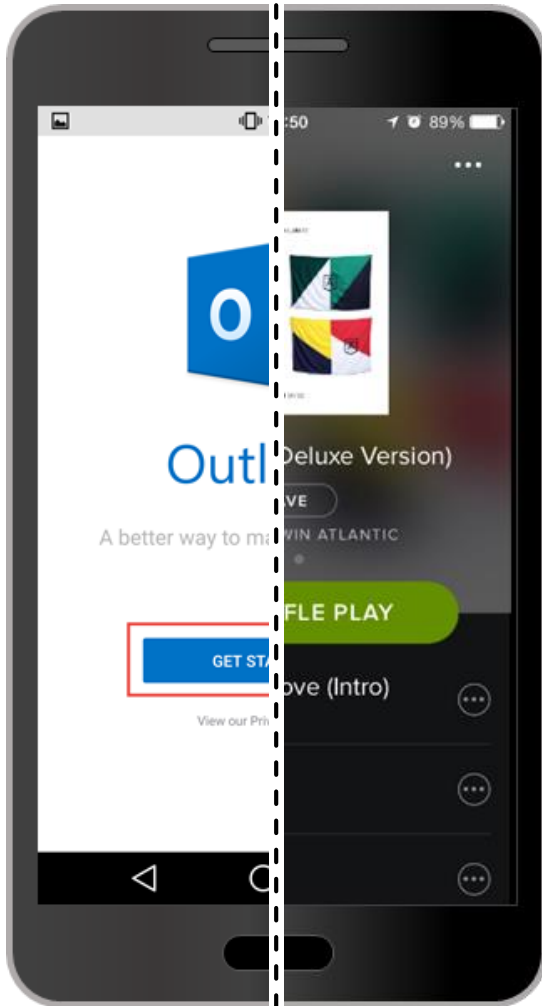


Enterprise Solution

Split Billing and Application Data Analytics

Business Data

Personal Data



Separates personal and business use

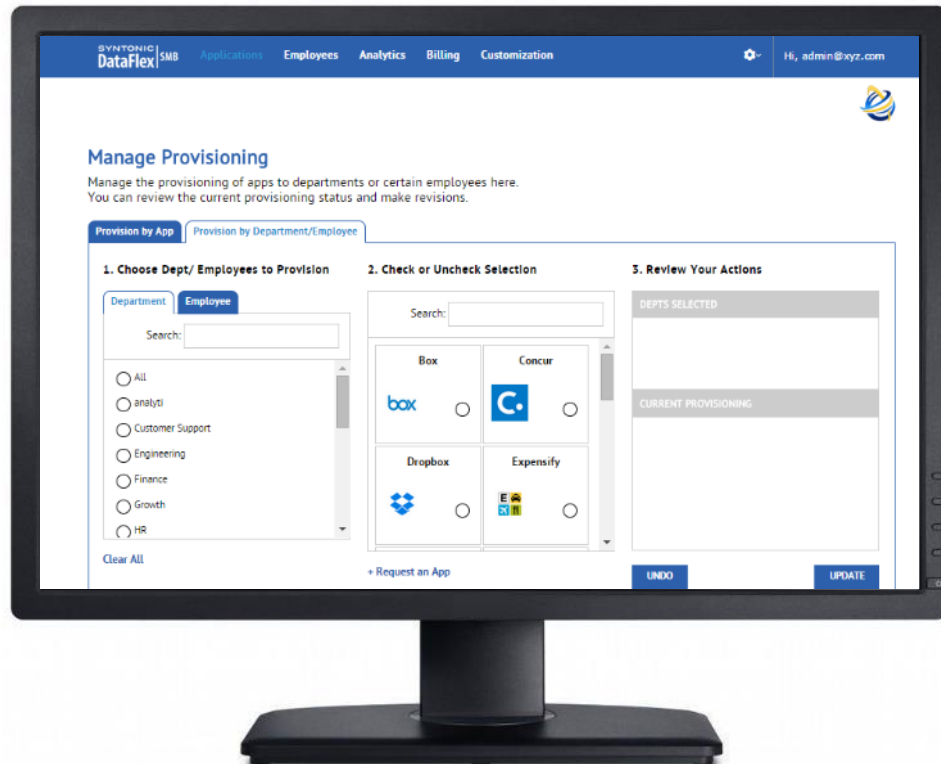
50% or more reduction
of corporate mobile costs

10% or more enhancement
of workforce productivity

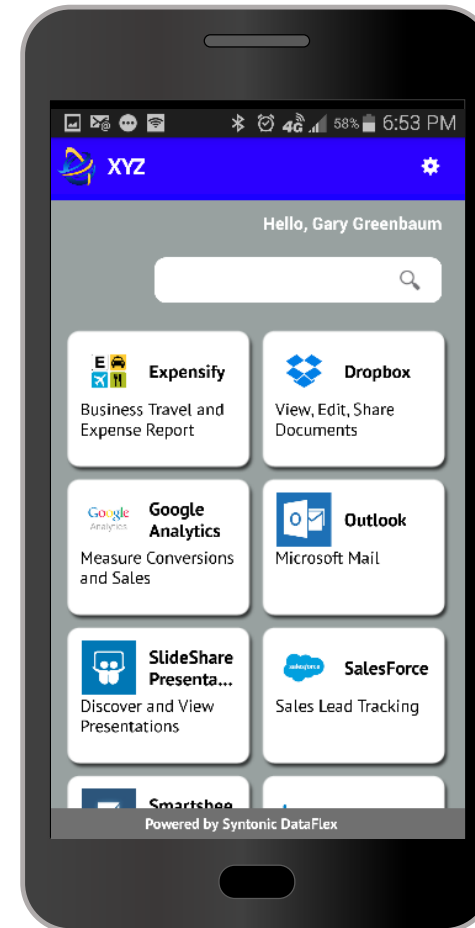
Enhanced corporate security
with employee usage analytics

Addressable market for Syntonic DataFlex

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



Admin Management
Dashboards

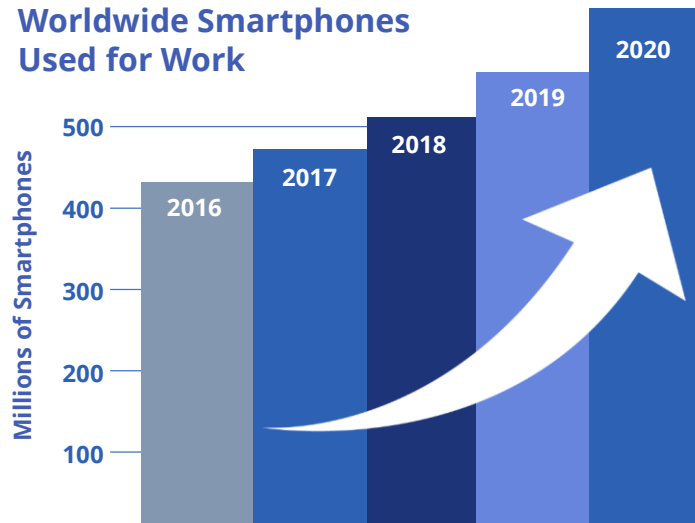


Mobile Device
Experience

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.

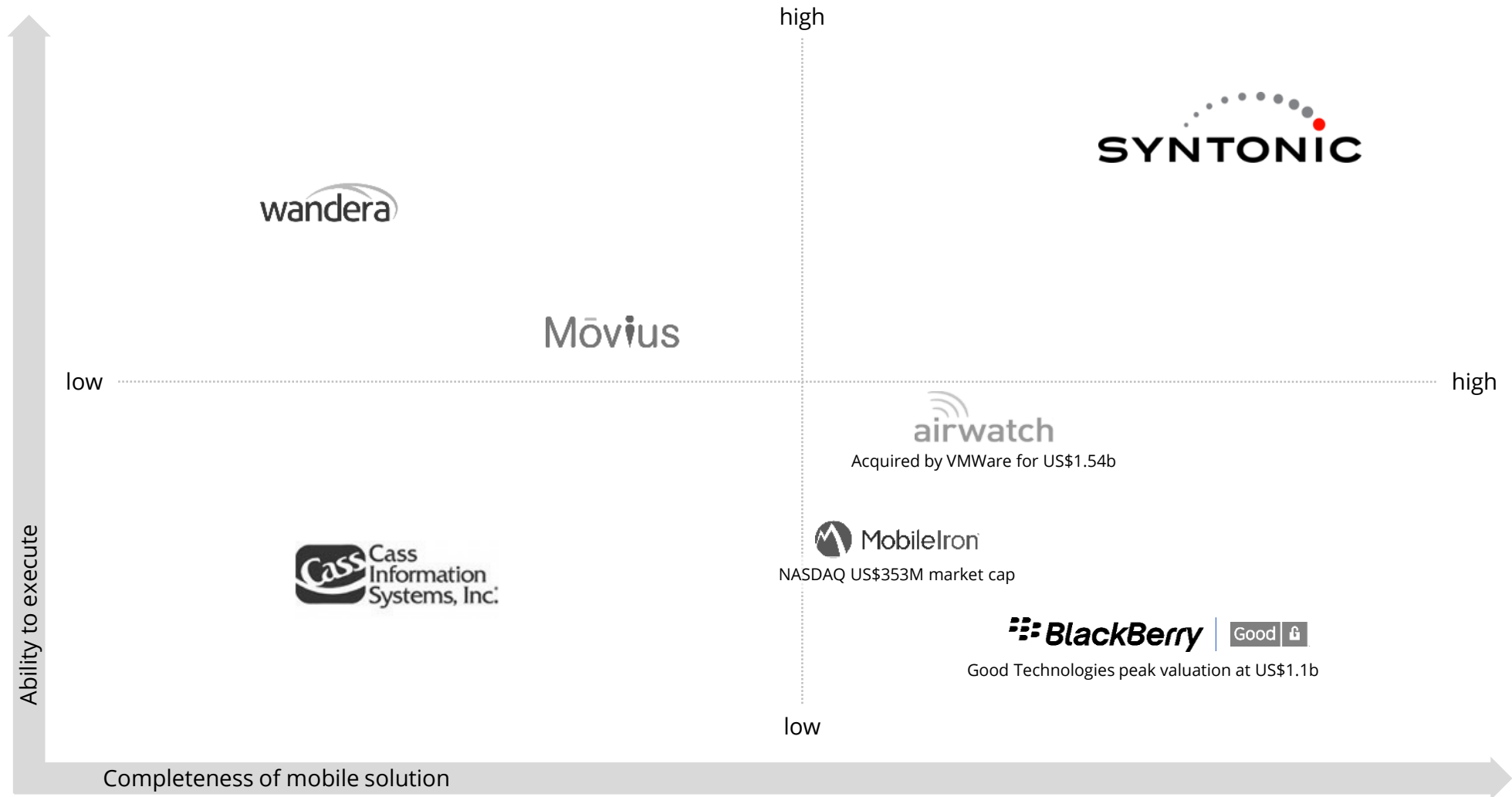
Source: ISG Survey, 2016

Example

1% market share

could generate

**US\$300m
annual revenue**



Syntonic Connected Services Platform

Continued licensing to tier-1 mobile carriers worldwide



- Broadening Freeway Sponsored Data in Southeast Asia, Latin America
- Extending Freeway Overpass beyond the U.S
- Deployment of the Freeway International Traveler app



- On-going platform and client enhancements based upon Freeway updates
- Commercial deployments and re-seller relationships

Financials

Achieving early stage revenue targets with continuing top-line growth



Please contact:
Syntonic Investor Relations
E: ir@syntonic.com

Syntonic (USA)
119 First Ave, Suite 100
Seattle, WA 98104

Syntonic Limited (Australia)
945 Wellington Street
West Perth, WA 6005



www.syntonic.com