

## Freeway Expanding into the China Market

Syntonic establishes business partnership to provide Freeway services to a market of over 625 million smartphone subscribers<sup>1</sup>

### Highlights:

- ***Wang Xin Information Technology Co. Ltd, a leading Chinese internet data center provider and mobile data reseller with established business relationships with China Mobile, China Telecom, and China Unicom, plans to enter the sponsored data market using the Freeway platform***
- ***Deployments in China will increase the world-wide Freeway addressable market to over 50% of the worldwide smartphone subscribers***

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**Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, is pleased to announce today a business partnership to expand the Freeway services into the China market. Wang Xin Information Technology Co. Ltd (“WX Data”), a leading China based internet data center provider and mobile data reseller, is partnering with Syntonic to expand into the sponsored data market.

Syntonic’s entrance into the China market has been initiated by the Chinese mobile carriers’ support of “limited pool” wholesale data, which in conjunction with the Freeway platform, can provide sponsored data and unlimited-data content subscriptions to more than 625 million Chinese smartphone consumers. In addition to Syntonic’s existing deployments, this partnership will expand Syntonic’s addressable market to over 1 billion smartphone subscribers – approximately 50% of the worldwide smartphone users.

WX Data is planning to expand its mobile data business to include sponsored data offerings from the three major Chinese carriers. Syntonic is actively engaged with WX Data, gathering customer and regulatory requirements.

Sean Yu, Director, WX Data, commented: “We’re extremely pleased to partner with Syntonic to expand our mobile data business in China. Syntonic’s Connected Services Platform and client technologies provide a straightforward path we can employ to develop cost effective sponsored data solutions for our major customers.”

Gary Greenbaum, CEO and Managing Director of Syntonic, commented: “We have been patiently waiting for the right time to enter the untapped China market and have spent considerable effort in developing partnerships to facilitate business success. These partnerships are a clear validation of the appeal for sponsored data and unlimited-data content plans. We welcome the opportunity to work with WX Data to introduce the Freeway service into this new market.”

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<sup>1</sup> eMarketer, October 2017



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### **About WX Data**

Wang Xin Information Technology Co. Ltd is a privately held, leading internet data center provider and mobile data reseller based in Qingdao, China. WX Data provides data hosting, co-location, and mobile data services to thousands of customers including many of the largest internet companies in China.

For more information, visit [www.wxdata.cn](http://www.wxdata.cn)

### **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](http://www.syntonic.com).

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