

## **MYKAD SMART SHOPPER PRODUCES EXCELLENT RESULTS FOR MYDIN:**

**Within 4 Months, the Hypermarket Chain Experienced Sales of RM 6.5 Million (AUD\$1.95m) with an Average Monthly Increase Rate of 120% from the Affiliate Program**

**Kuala Lumpur, 1 November 2017** – The retail affiliate program MyKad Smart Shopper (“MSS”) has generated a total of RM 6.5 million (AUD\$1.95m) in sales for Mydin Mohamed Holdings Berhad (“MYDIN”) as of 30 September 2017.

MYDIN is one of Malaysia’s leading chains of hypermarket, supermarket and emporiums, with more than 300 outlets operating nationwide. MYDIN became one of MSS’ advertisers in June 2017, thus enabling MSS members to enjoy the affiliate program’s retail benefits when they shop at any of MYDIN’s 12 participating outlets.

The collaboration has been a success, with the sales generated by MSS steadily increasing at an average rate of 120% monthly over the past 4 months for MYDIN.

MSS is a retail affiliate program powered by Malaysia’s leading affiliate marketing platform, Affiliate Junction (“AJ”), which is owned and managed by I Synergy Group Limited (“iSYNERGY”).

When it was launched in 2010, MSS’ initial focus was on providing a cost effective and performance-based marketing channel for small and medium enterprises in Malaysia’s retail industry. The affiliate program since then has consistently experienced significant growth, where to date it has been delivering results to more than 1,000 advertisers from various retail categories.

MYDIN is the first chain hypermarket that has joined MSS and the instant results generated have proven the effectiveness of iSYNERGY’s affiliate marketing solutions, regardless of the size of the business.

“The success of MYDIN in MyKad Smart Shopper is what we truly strive for; a partnership that is mutually rewarding and valuable for both companies.” said Dato’ Lawrence Teo, Managing Director of iSYNERGY.

iSYNERGY is looking forward to having more of MYDIN’s retail outlets to be a part of the MSS retail ecosystem. The company’s growth strategy also involves the expansion of its affiliate program offerings to cater to various new business segments and markets.

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