

New MoU Between I Synergy Connect and Box Explores the Potential of *E-Mersion Technology*



[Left to Right]: Dato' Lawrence Teo, Managing Director/Group CEO of iSYNERGY; YD Leong, CEO of I Synergy Connect Sdn Bhd; John Iliopoulos, Managing Director/CEO of Box; Richard Symon, Chairman of iSYNERGY.

Kuala Lumpur, 22 November 2017 – I Synergy Connect Sdn Bhd (“ISN”), a subsidiary of I Synergy Group Limited (“iSYNERGY”), is pleased to announce that it has entered into a Memorandum of Understanding (“MoU”) with Box Digital Media Pty Ltd (“Box”).

The signing of the MoU signifies both companies’ intention to enter into a strategic collaboration in exploring Box’s *E-Mersion Technology*, an innovative and unique digital magazine format which features interactive multimedia elements for an engaging readership experience.

ISN plans to introduce the digital format into iSYNERGY’s affiliate marketing business model through the development of an interactive digital publication to target its community of users and advertisers.

“With the ever-changing way information is consumed, it is imperative for iSYNERGY to constantly be proactive in identifying new valuable technologies to enhance its affiliate marketing offerings” said YD Leong, CEO of ISN.

The company believes in the potential of Box’s integrated multimedia platform to further extend its business reach and international market presence.

Moving forward, ISN and Box will begin to formulate the definitive arrangement and terms of this collaboration.

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About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“iSYNERGY”) is one of the region’s leading affiliate marketing network and solutions provider. iSYNERGY connects advertisers with affiliates via its affiliate marketing platform, to deliver performance-based affiliate marketing solutions that enhance product/brand awareness and drive business leads. The affiliate marketing platform is called Affiliate Junction (“AJ”) and it is home to more than 25,000 affiliates and 1,000 advertisers. Under the platform, there is a variety of affiliate programs available which cater to different business segments and markets.

To learn more, please visit: www.isynergy.my

About I Synergy Connect Sdn Bhd

I Synergy Connect Sdn Bhd (“ISN”) focuses on the expansion of Affiliate Junction’s affiliate program offerings through acquisition of advertisers from new business segments. ISN is also the key driver in the development of the affiliate marketing platform’s system framework and infrastructure. ISN is a wholly-owned subsidiary of I Synergy Group Limited.

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