

I SYNERGY GROUP LIMITED

Q42017 – OPERATIONAL UPDATE

ASX Code : IS3

ACN 613 927 361

CORPORATE STRUCTURE

Issued Capital : 185M

Options Issued: 7.5M

Performance Rights: 600,000

Share price: \$0.150 (31 Dec 2017)

CORPORATE DIRECTORY

Non-Executive Chairman

Richard Symon

Managing Director

Dato' Teo Chee Hong

Non-Executive Director

Ilmars Draudins

Company Secretary

Joel Ives

ABOUT US

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 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.

BUSINESS PERFORMANCE

KEY METRIC

AFFILIATE BASE

	Q4 2016	Q4 2017	% Changes
No. of New Affiliates	1,847	775	-58%
Total No. of Affiliates by the Quarter End	23,353	26,819	15%

ADVERTISER BASE

	Q4 2016	Q4 2017	% Changes
No. of New Advertisers	82	94	15%
Total No. of Advertisers by the Quarter End	1,196	1,526	28%

AFFILIATE PROGRAMS

	Q4 2016	Q4 2017	% Changes
Total Affiliate Programs Transaction Count	57,235	134,439	135%

PLATFORM DEVELOPMENT & ENHANCEMENT

THE AJ ACADEMY

The AJ Academy is a full-fledged education system that comprises of both online and offline learning environment for the affiliates. Affiliates will be required to complete the holistic learning process in the AJ Academy via the ongoing trainings and seminars as well as online multimedia modules available through AJ Academy's proprietary e-learning management system. .

Various modules developed in collaboration with a team of academics and researchers from the University of Technology, Malaysia, ranging from an introduction of affiliate marketing to application of digital marketing.

There will be formal examinations conducted at various stages of the learning programme, and the online modules completed along with attendance to trainings and seminars will be calculated into the annual credit hours requirements established for affiliates.

AFFILIATE PROGRAMS GROWTH

MYKAD SMART SHOPPER REBRANDING

To better position the retail affiliate program as well as consolidating its online platform, the Smart\$aver Malaysia, to be under one brand.

New Logo:



AFFILIATE PROGRAMS GROWTH NEW KEY ADVERTISERS

Taobao

A consumer-to-consumer e-commerce platform that was founded by the Alibaba Group in May, 2003. As of 2016, Taobao is one of the world's top 10 most visited websites, with millions of sellers and shops as well as over 760 million product listings.

Tmall

An offshoot of Taobao, Tmall is Asia's largest business-to-consumer retail platform with product offerings from over 70,000 international and Chinese brands.

New Balance

The brand began as a Boston-based arch support company in the early 1900's, developed into a specialized shoe manufacturer in the 1970's, and has grown to become a leading global athletic products company.

BUSINESS OPPORTUNITY

MOU SIGNING WITH BOX DIGITAL MEDIA PTY LTD



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.

iSYNERGY initial plans is to develop an interactive digital publication to target its community of users and advertisers.

CSR INITIATIVE

MAIN SPONSOR FOR SPCA SANDAKAN FUN RUN 2017





The Society for the Prevention of Cruelty to Animals Sandakan (SPCA) was established in April 2012 with the aim to end cruelty on animals in the Sandakan community, and since its inception, the organization has rescued more than 1000 animals.

The SPCA Sandakan Fun Run 2017 was organized on 29 October 2017 to raise funds to expand the organisation's shelter and the opening of a clinic for the animals.

CONTACT DETAILS

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