

## Syntonic grows Freeway installed base and bolsters its business pipeline

### Highlights:

- Syntonic achieved 7.8% month-on-month growth in the global Freeway® installed base in February, extending its reach to over 29.5 million smartphones
- Business development pipeline strengthened following more than 50 Mobile World Congress 2018 one-on-one meetings with leading mobile carriers, handset and network equipment vendors, value-added service providers and content publishers
- Freeway's sponsored international roaming application and Syntonic Dataflex® are both advancing to commercialisation with multiple potential resellers and customers identified

**Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, is pleased to provide an update on the Company's business activities and product deployment progress.

Gary Greenbaum, CEO and Managing Director of Syntonic, commented:

*“The Company's on-going accomplishment of growing the addressable audience for Syntonic technologies is directly helping us build strong interest and business partnerships with mobile operators, handset and network equipment vendors, value-added service providers and content publishers. Our management team held over 50 meetings at Mobile World Congress 2018 that reinforced existing partnerships and added new prospects to our business pipeline.”*

### Freeway Installed Base

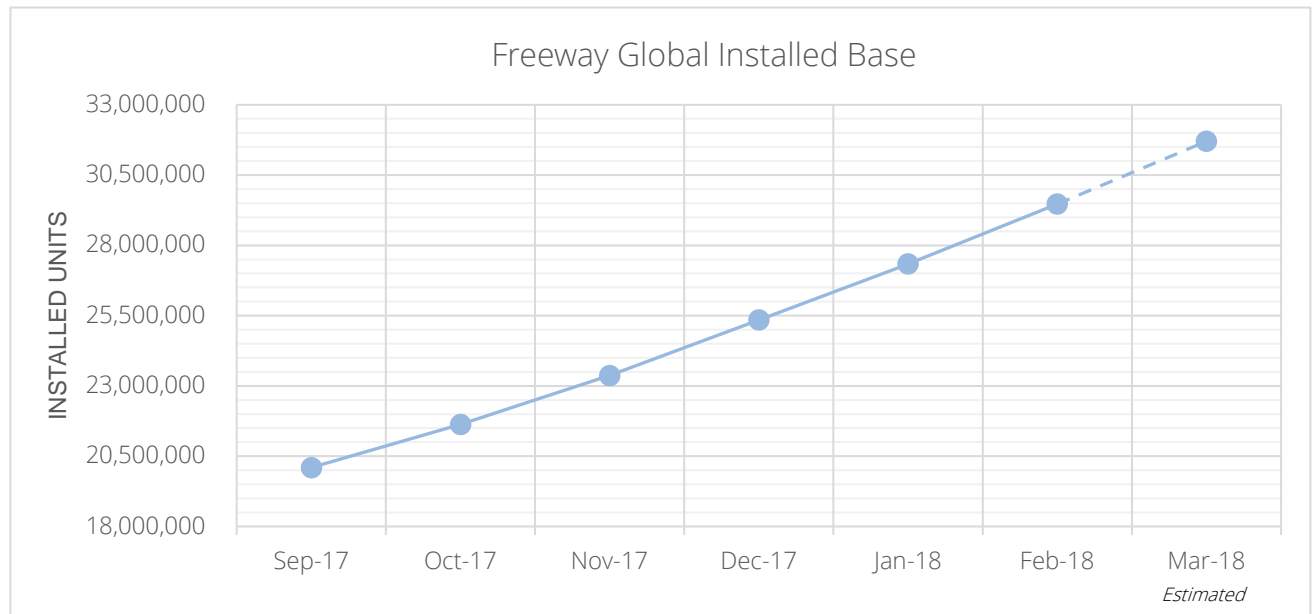
Syntonic continues to build a strong foundation for business success. The Company extended its consumer reach with the Freeway service and platform technologies in February as a planned step to broader commercialisation in 2018.

Syntonic's worldwide footprint is rapidly growing, achieving a 7.8% month-on-month increase in the Freeway global installed base in February. The Company is consistently exceeding its near-term target of 25% quarter-over-quarter growth in Freeway deployments.

Syntonic's strategy is to grow the Freeway installed base through distribution of the Freeway application, installations of third-party apps that support the Freeway SDK™, and deployments of white-labelled offerings by mobile carriers. The growth of the Freeway global installed base is a key indicator of Syntonic's future revenue potential, as the achievement of a sizeable number of addressable Syntonic end-points is the first step toward monetisation at scale.

The Company drove installed base growth of Freeway in February primarily through embedded support of the Freeway SDK on twelve popular Android smartphone models and ongoing worldwide downloads of the Freeway application.

Freeway services are now installed and available on more than 29.5 million smartphones worldwide.



The Company expects continued installed base and new activation growth in 2018 spurred by an increased number of Syntonic technology licenses to additional operators and Tata Communications' worldwide deployment of its Sponsored Data Exchange (refer to ASX announcement of 15 February 2018).

### Driving new business opportunities across Syntonic's Systems and Services business units following MWC 2018



The Company is pleased to advise of new business opportunities generated through management's recent attendance at Mobile World Congress 2018 ("MWC") in Barcelona, Spain, the world's largest exhibition for the mobile industry.

The conference provided Syntonic strong opportunities to drive new lead generation and fuel industry interest in carrier-grade content monetisation services with the Connected Services Platform™; Freeway Overpass™, the Company's recently launched service providing unlimited-content access plans; and Freeway's sponsored international roaming application, first previewed at MWC 2018.

Throughout MWC 2018, Syntonic's management team strengthened its new business pipeline with over 50 productive one-on-one meetings, spanning more than a dozen leading mobile carriers, several major network equipment providers, leading mobile handset vendors, multiple providers of content and value-added services, and carrier platform providers. Syntonic also briefed major institutional investors at the conference.

The Company notes that several of the business opportunities on which Syntonic is currently executing came directly from the Company's involvement in MWC 2017. Given the same level of success in converting early-stage discussions to active engagements, the Company expects several of its MWC 2018 meetings to translate into new business opportunities in 2018.

### **Freeway international roaming application elicits positive feedback**

Syntonic is pleased to report that during MWC 2018 the Company successfully exhibited the latest version of its Freeway international roaming application, which provides travellers sponsored access to travel destination services. Feedback on the new app and its unique value proposition has been strongly encouraging.

By adding platform support for sponsored international roaming, Syntonic intends to jointly participate with mobile operator partners in the US\$676 billion annual revenue generated by online travel service transactions<sup>1</sup>.

### **Syntonic DataFlex commercialisation imminent**

The Company is pleased to advise that its Syntonic DataFlex B2B mobile split billing and business analytics service is on track towards commercialisation and that during MWC 2018, the Company identified several new potential customers and resellers of the technology.

By enabling split billing and business analytics on employee smartphones, DataFlex offers the potential to significantly reduce enterprise mobile spending and boost workforce productivity.

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<sup>1</sup> eMarketer, Digital Travel Sales Worldwide, July 2017



## About Syntonic

Syntonic Ltd (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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