

## I Synergy Rewards Enters Into a Partnership with St John Ambulance Malaysia



[Left to Right]: Fiona Loh, AJ Authorised Agency; Melisa Tneo, AJ Authorised Agency; Ken Fong, ISR Business Development Manager; Lennon Chu, I Synergy International (M) Sdn Bhd CEO; Carlson Yow, ISR CEO; Dato' Yeo Kim Thong, SJAM Chief-of-Staff (Operations); Lim Geok Leong, SJAM National-Staff-Officer (Operations); Phuah Kin Keong, SJAM IT Manager.

**Kuala Lumpur, 28 March 2018** – I Synergy Rewards Sdn Bhd (“ISR”), a subsidiary of I Synergy Group Limited (“iSYNERGY”), is pleased to announce that it has entered into a Memorandum of Understanding (“MoU”) with St John Ambulance Malaysia (“SJAM”), a non-profit organisation dedicated to the works of humanity and charity in Malaysia.

The objective of the MoU is to facilitate SJAM’s participation in the MyKad Smart Shopper (“MSS”), a retail affiliate program that is managed by ISR. MSS functions as a marketing channel for businesses to increase sales, and also a medium for its members to optimise their spending through a retail rewards mechanism.

**I Synergy Group Limited** (ACN 613 927 361)  
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This collaboration will enable SJAM to perform MSS member registration and refer retail businesses to become MSS' participating merchants. Thus effectively allowing SJAM to be an active party in the MSS retail ecosystem and generating revenue from a portion of the program sales transactions generated by the MSS members and the referred MSS participating merchants.

Carlson Yow, ISR Chief Executive Officer, says: "It is a great honour for us to be working with a highly-respected humanitarian organisation. Through this partnership, we hope SJAM will be able to leverage on the MSS retail ecosystem as a source of funding to drive the organisation's first aid services and goodwill initiatives."

With over 60,000 volunteers nationwide, SJAM members have dedicated over 3.6 million man-hours annually in community service. The organisation has been a key figure in rendering first aid and home nursing services to the needy in public and private events throughout the country.

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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 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 various industry verticals and markets.

To learn more, please visit: [www.isynergy.my](http://www.isynergy.my)

### **About I Synergy Rewards Sdn Bhd**

I Synergy Rewards Sdn Bhd (“ISR”) primary business operations revolve around the offline and online retail affiliate program, MyKad Smart Shopper (“MSS”). Powered by the affiliate marketing platform, Affiliate Junction (“AJ”), the affiliate program provides advertisers in the retail industry a performance-based marketing channel to enhance their brand awareness and generate business leads. A focus area of ISR is on constantly enhancing the program features to provide the best value and user experience for the advertisers and members. ISR is a wholly-owned subsidiary of I Synergy Group Limited.

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