

ASX RELEASE
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iSYNERGY signs major Malaysian retail outlet

- Harbour Mall Sandakan adopts iSYNERGY's retail loyalty program
- Provides access to major brands including Samsung, The Body Shop and McDonalds
- Adds potential audience of more than 500,000 visitors per month

ASX-listed I Synergy Group Limited ("iSYNERGY"; ASX:IS3) is pleased to announce the addition of a major Malaysian retail outlet to its affiliate marketing loyalty program.

Harbour Mall Sandakan, located in the Malaysian state of Sabah, is a notable lifestyle shopping mall that attracts more than 500,000 shoppers each month. The centre has signed on as a "flagship mall" for iSYNERGY's MyKad Smart Shopper (MSS) program.

Through the collaboration, Harbour Mall Sandakan will adopt MSS as its official loyalty program.

It will be responsible for registering its customers as MSS members as well as actively encouraging nearly 100 tenant retailers to participate in the MSS program as advertisers.

Tenants include major global brands such as Samsung, McDonald's, The Body Shop, Levi's and Watsons.

The MSS program is operated by Kuala Lumpur-based I Synergy Rewards Sdn Bhd (ISR), a division of iSYNERGY.

ISR CEO Carlson Yow said the collaboration would provide benefits for both iSYNERGY and Harbour Mall Sandakan.

"Harbour Mall Sandakan is an iconic retail landmark located at the heart of Sabah's capital," he said.

"Having the centre as an MSS flagship mall will further strengthen our reach in Malaysia and provide greater visibility for us with its many major brand retailers."

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About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“iSYNERGY”) is a leading affiliate marketing network and solutions provider. iSYNERGY connects advertisers with affiliates via its affiliate marketing platform to deliver performance-based solutions that enhance product/brand awareness and drive business leads. The affiliate marketing platform, Affiliate Junction, 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

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.