



Investor Presentation

June 2018

Gary Greenbaum
CEO and co-founder

Rahul Agarwal
CTO and co-founder

Contact: ir@syntonic.com

Syntonic Limited (SYT.ASX)
ABN 68 123 867 765





Syntonic Ltd (ASX: SYT) Corporate Snapshot

Corporate Details

| | |
|--|------------------------|
| ASX Stock Code | SYT |
| Issued Ordinary Shares | 2,609,543,546 |
| Market capitalization (08 June 2018, undiluted) | A\$31.3 MILLION |

Mission Statement

Syntonic enables mobile carriers to unleash the value of mobile data, growing new revenue streams based on differentiated and high margin services generated from Syntonic's two products: Freeway by Syntonic® and Syntonic DataFlex®.

Freeway, Syntonic's Content Monetisation Platform, enables carriers to offer sponsored and unlimited-data content plans.

DataFlex, Syntonic's Enterprise Mobility Platform, enables enterprises to reduce the cost of deploying, managing, and operating their company's smartphone program.

Major Shareholders (08 June 2018)

| | |
|---------------------------|---------------|
| Gary Greenbaum | 17.98% |
| Rahul Agarwal | 17.98% |
| Mr Gavin J. Dunhill | 2.41% |
| Citicorp Noms | 2.36% |
| BNP Paribas Noms | 1.88% |
| Arredo Pty Ltd | 1.53% |
| Sunset Capital Management | 1.15% |
| Total Top 25: | 57.26% |

Executive Team; Board of Directors; Advisory Board



Gary Greenbaum
Managing Director
**Co-Founder
and CEO**

15 years of mobile leadership at Microsoft, Hutchison Whampoa, and RealNetworks

Developed RealVideo, the first global streaming video codec

8 granted patents

Doctorate in High Energy Particle Physics from University of California



Rahul Agarwal
Executive Director
**Co-Founder,
President and CTO**

A recognized expert in architecting and developing large-scale mobile client-server solutions

Founder of Adroit Business Solutions, media solution enabler to the Fortune 100

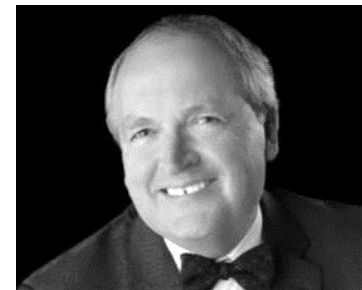
Master of Computer Science graduate with multiple granted and pending patents



Steve Elfman
Non-Executive Chairman
Former President of Sprint and Executive Managing Partner at Tap Growth Group



Chris Gabriel
Non-Executive Director
Former CEO of Zain Africa and Top-100 Global Telco Influencer



Nigel Hennessy
Non-Executive Director
Recognised leader in technology commercialisation with executive and director roles

Advisory

Kevin Packingham

Former Chief Product Officer at Samsung Telecommunications America

John Landau

Former SVP at Tata Communications

Rudy Gadre

Former VP & General Counsel at Facebook

Bill Richter

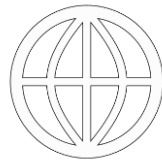
Former President at EMC/Isilon Storage Division



First Mover Advantage

First and only cross-carrier Content Monetisation Platform and Mobile Split Billing Solution

Created a defensible technical and business barrier of entry for sustainable marketplace leadership



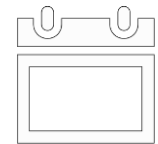
Vast Market Opportunity

Strong installed user base of 31.7 million smartphones with an CY2018 pipeline *addressable audience* of +950m



Credible Partnerships with Global Reach

Capturing business opportunity with market leaders such as Verizon Wireless, Smart Communications, Tata Communications, and other tier-1 carrier customers



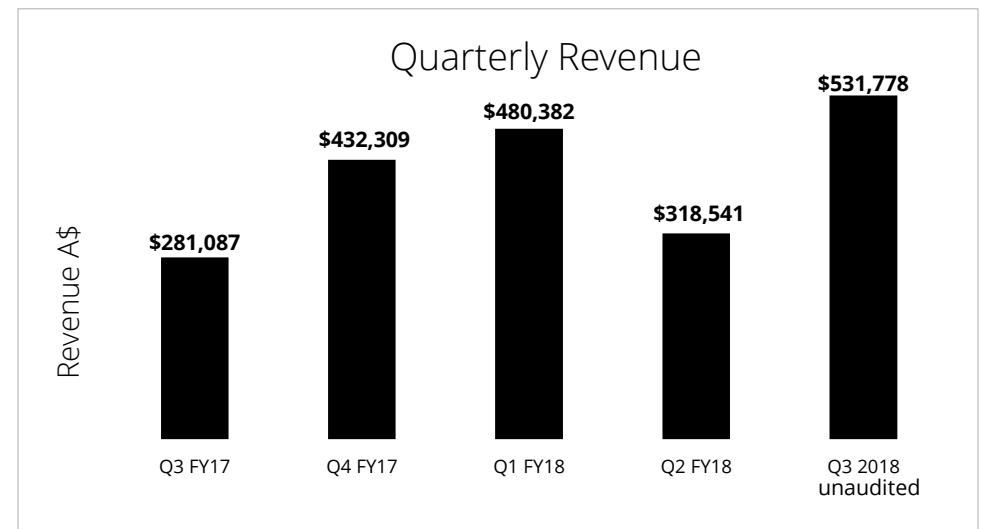
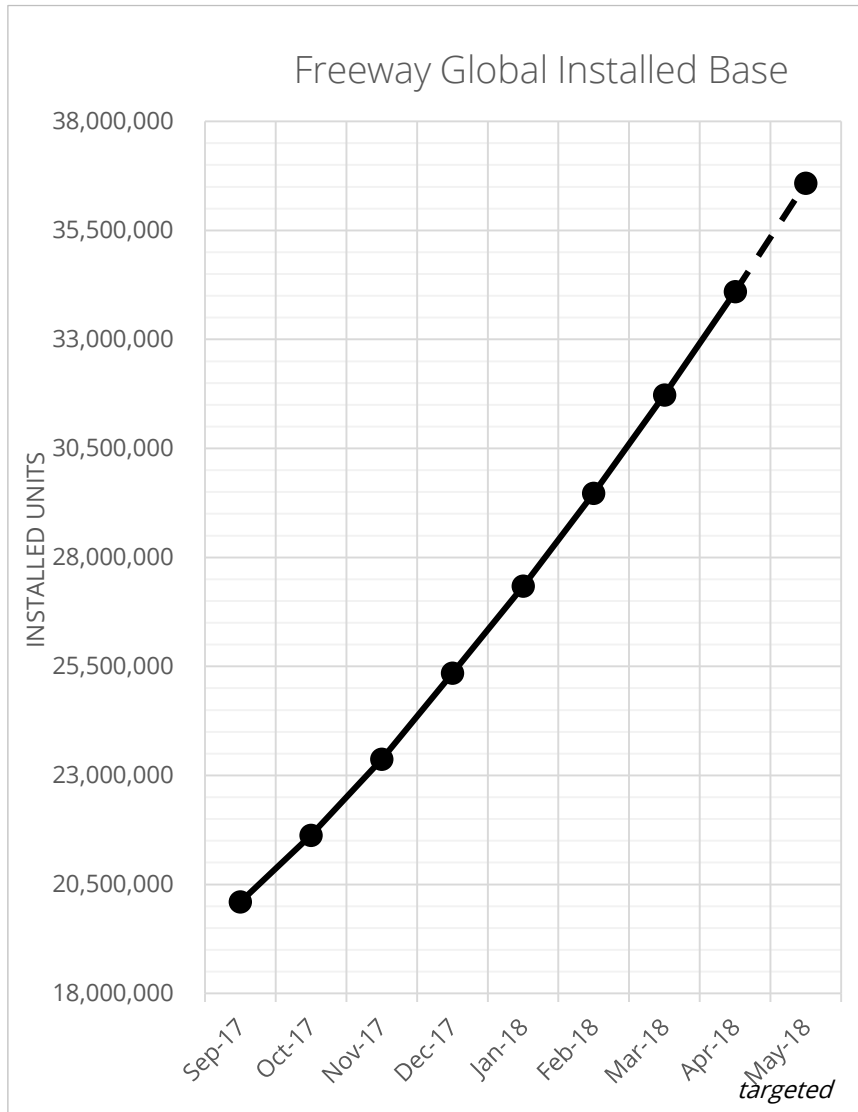
Revenue Generating & Available Today

Broad distribution throughout the world:

- U.S.
- Southeast Asia
- India
- Latin America
- *Coming soon Africa*

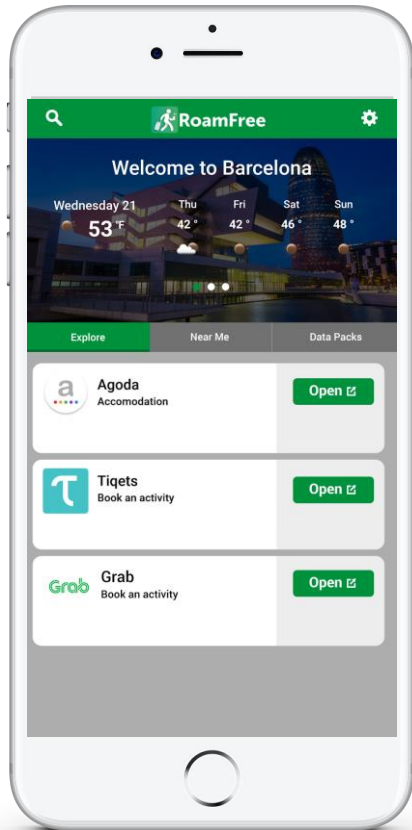


Delivering strong and scalable growth

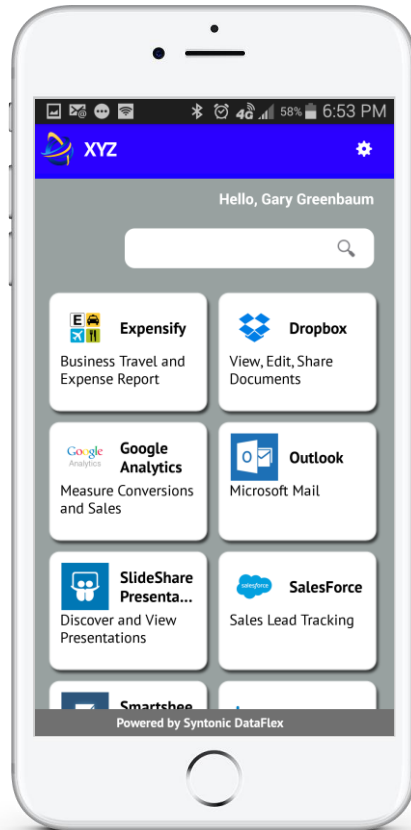




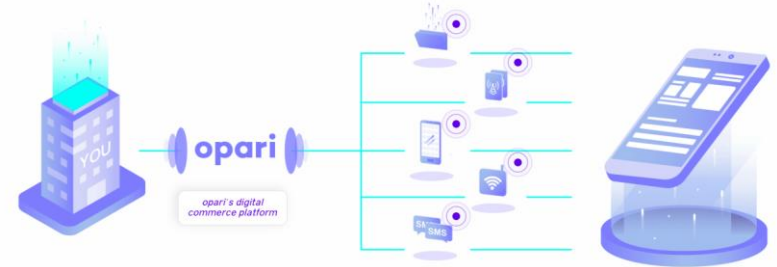
Smart Communications to deploy the Freeway Roaming Service



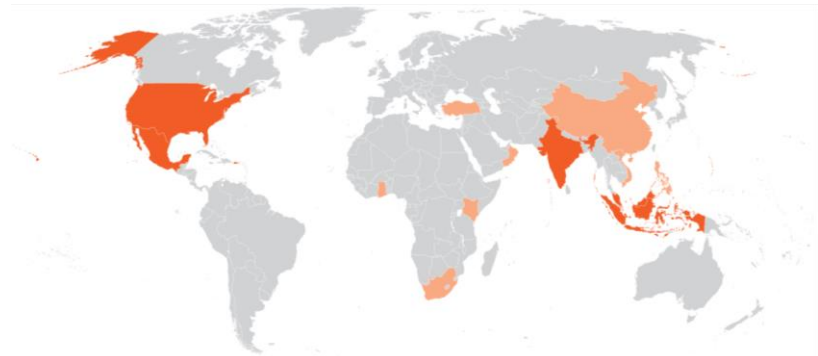
AKTAY A.S. enters into a DataFlex reseller agreement with a US\$5M minimum commitment



Tata Communications license extension for additional Freeway services



New Partnerships across the globe



Adding new CY2018 partnerships in Turkey, Oman, South Africa, and Philippines

Unleashing the value of mobile data



Freeway

Content Monetisation Platform
enabling mobile carriers to capture
new revenue streams from content
services



**SYNTONIC
DataFlex**

Enterprise Mobility Platform
enabling businesses to reduce their
mobile costs and increase workforce
productivity

SYNTONIC

One platform, two solutions



Content Monetisation Platform

Freeway offers mobile carriers a solution for capturing new revenue streams from advertisers, value-add service providers, and consumers.

Services:

Ad Supported Access

Data-free Promotions

Subscriptions ('content plans')

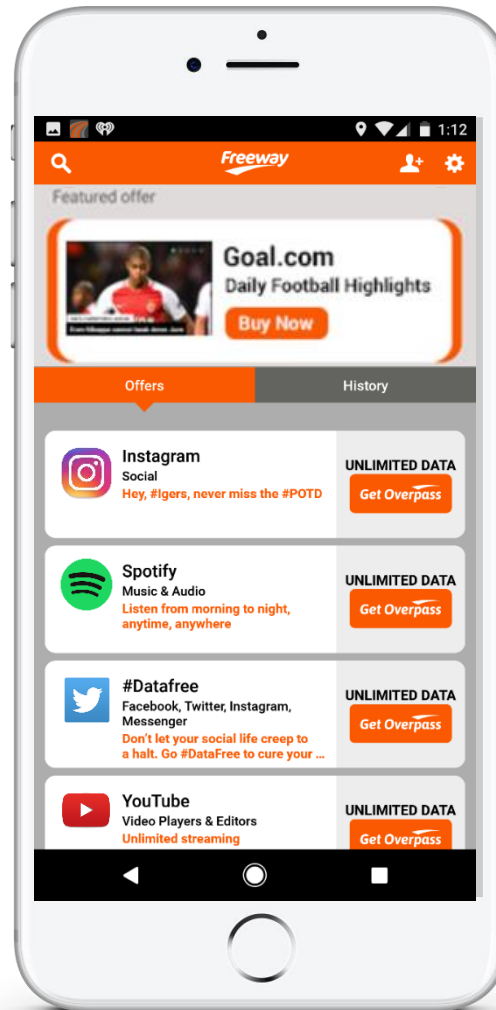
Data Gifting

Zero-rated downloads

Action based Data-Rewards

Wallet for storing, retrieving, transacting with earned credits

Freeway Customer Experience (Cross-Carrier)



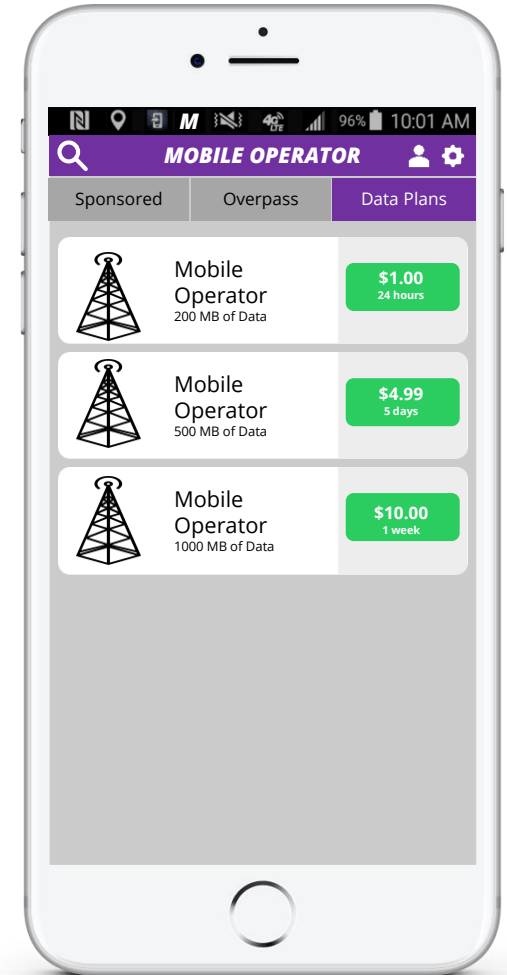
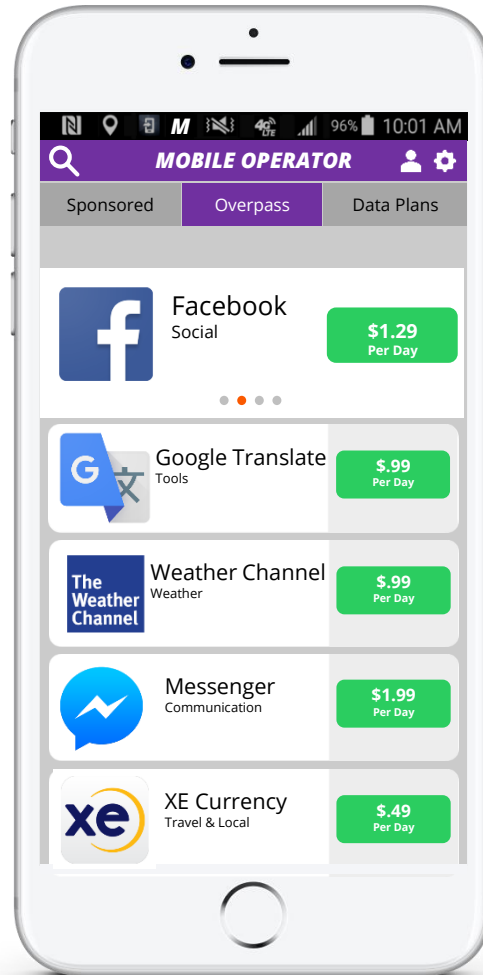
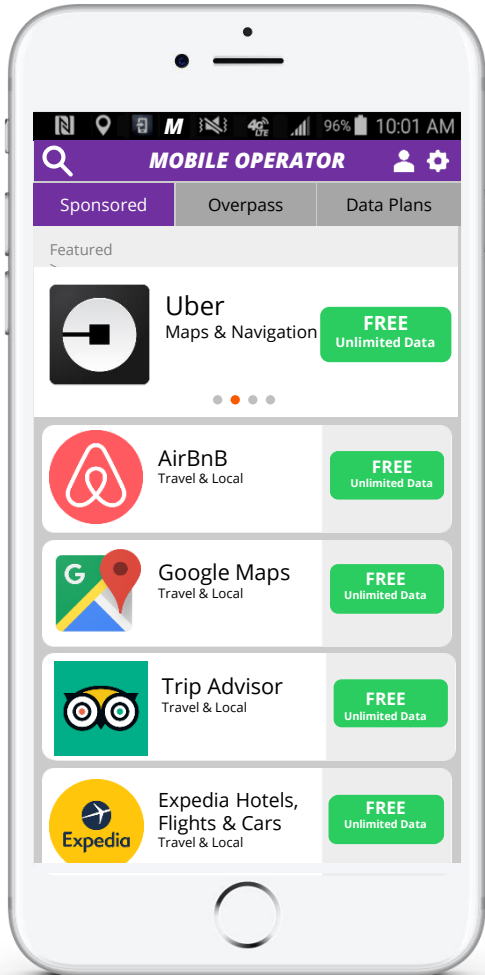
Mobile Operator Branded Experience (powered by Freeway)





Freeway International Roaming Service

Sponsored Access, Content Subscriptions, and Micro-Data Plans





Revenue model

Mobile Operator Experience (powered by Freeway)



Recurring Fees

Device Royalties

Volume pricing based on active units/month

Revenue Sharing

Gross revenue generated by service split between operator & Syntonic

Maintenance Support

Fixed percentage of monthly invoiced fees

Hosting Fees

Optional hosting across Syntonic's global network of data centers

Market Opportunity

Large Operators (>50M subs)

Potential revenue opportunity >US\$500K/month/operator*

Represents ~30 operators

Midsized Operators (10m – 50m subs)

Potential revenue opportunity US\$100K-US\$500K/month*

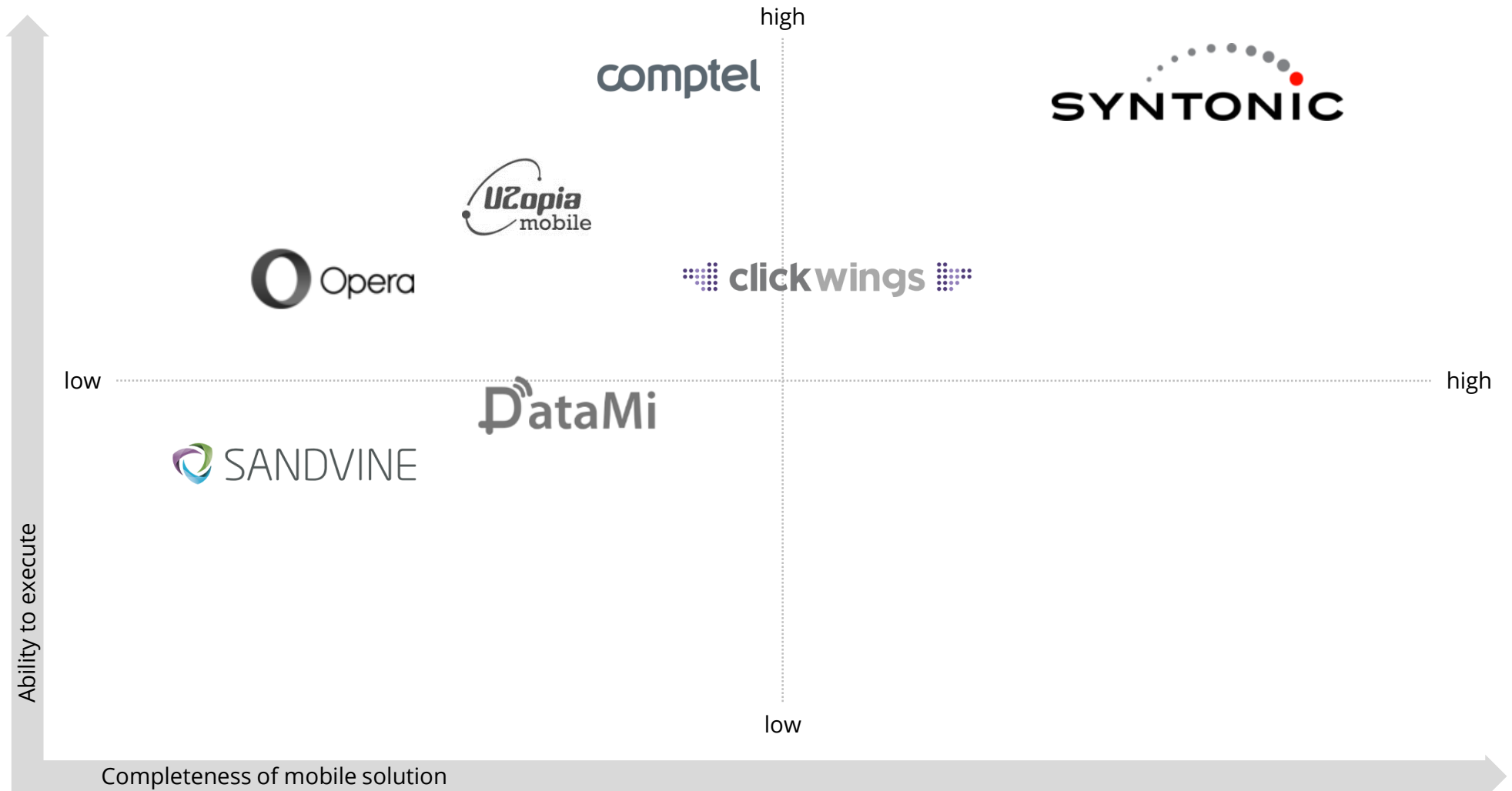
Represents ~65 operators

Small Operators (<10m subscribers)

Potential revenue opportunity US\$100K/month*

Represents ~1000 potential operators and ~1000 MVNOs

*Revenue numbers assume full deployment and will vary by geography



Source: Syntonic internal market research



SYNTONIC DataFlex

Enabling enterprises to reduce the cost of deploying, managing, and operating their workforce mobile connectivity program

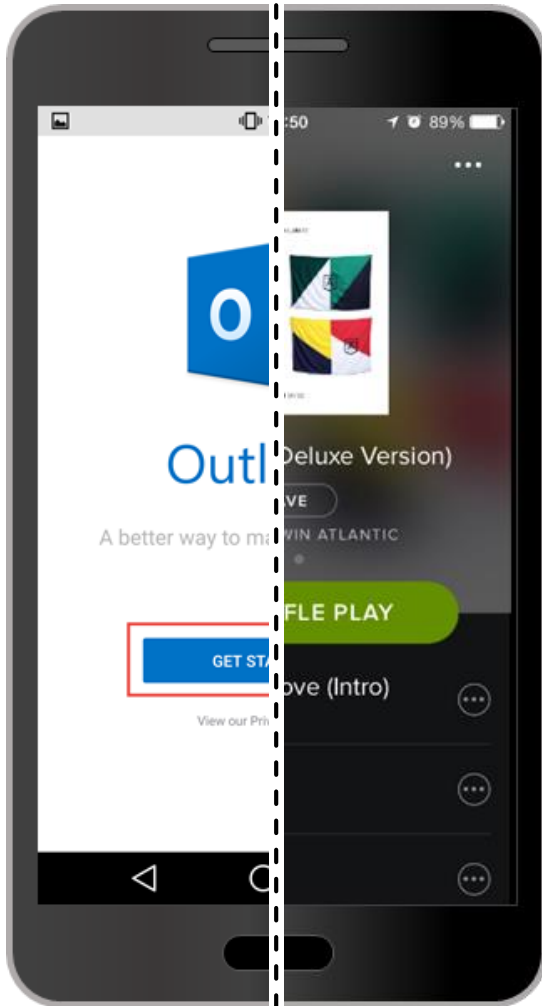


Enterprise Solution

Split Billing and Application Data Analytics

Business Data

Personal Data



Separates personal and business use

50% or more reduction
of corporate mobile costs

10% or more enhancement
of workforce productivity

Enhanced corporate security
with employee usage analytics

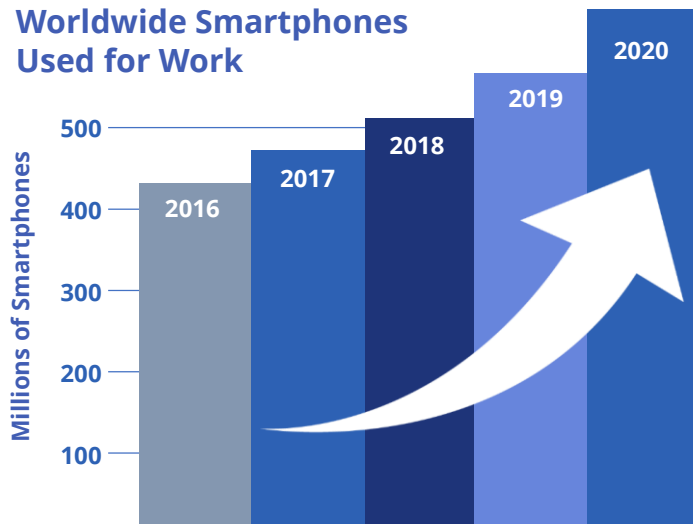
Addressable market for Syntonic DataFlex

100,000+ companies with over
75M employees in the U.S. alone

| SEATS PER YEAR | 500 Employees | 5,000 Employees |
|-----------------------------------|---|---|
| ANNUAL LICENSE (SEAT-BASED) | US\$30,000 (Standard Edition) | US\$480,000 (Premium Edition) |
| MAINTENANCE & SUPPORT | US\$6,000 | US\$96,000 |
| PROFESSIONAL SERVICES | Variable | Variable |
| SYNTONIC ANNUAL REVENUE | US\$36,000 | US\$576,000 |
| ANNUAL COMPANY SAVINGS | US\$210,000 | US\$1,800,000 |

Addressable Market

Worldwide Smartphones Used for Work



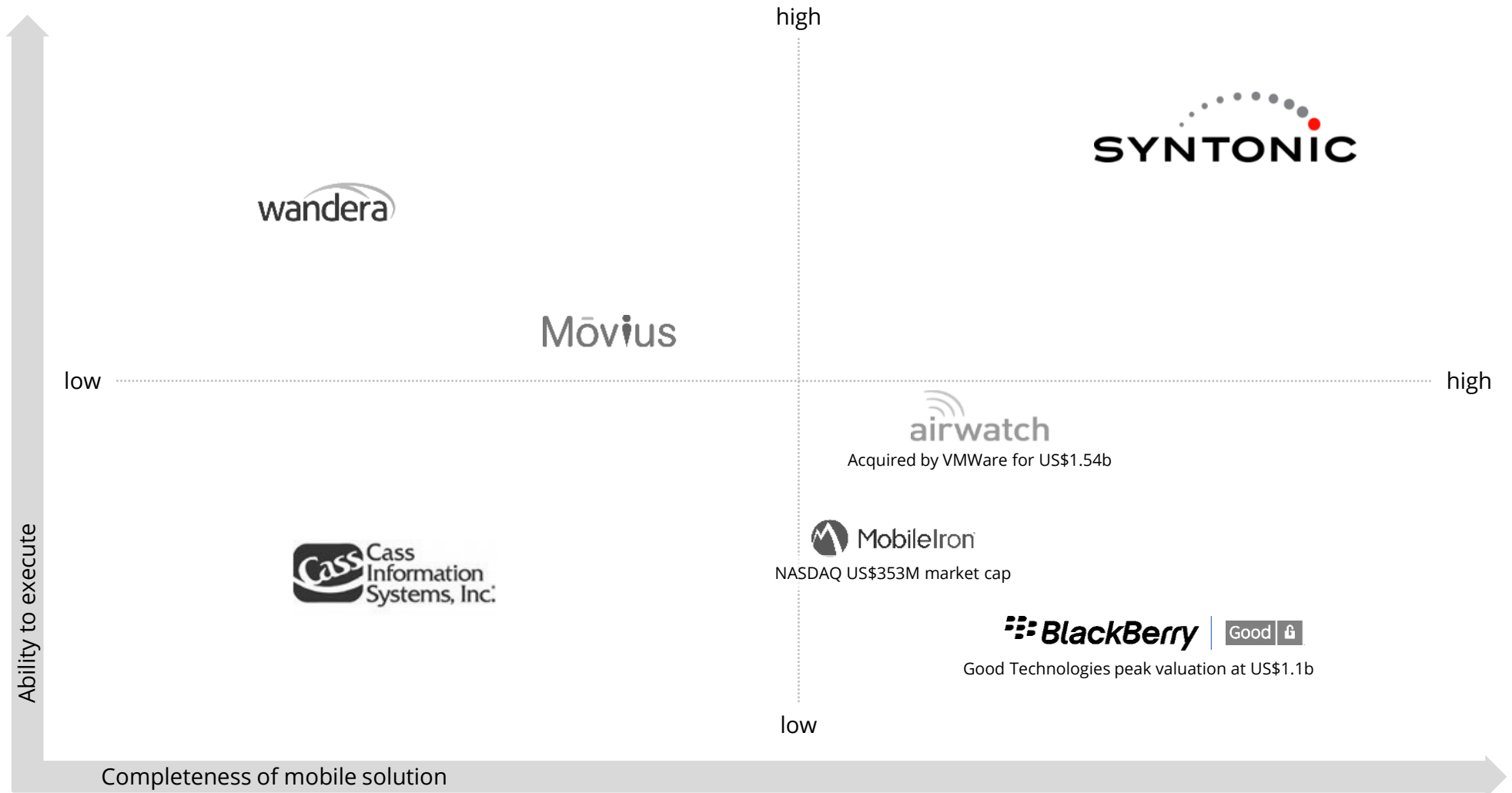
Source: IDC, 2013

81% of US
companies support
BYOD now
or plan to in the
next 12 months.

Source: ISG Survey, 2016

**Each 1% of
addressable market
share represents**

**US\$300m
annual revenue**



Source: Syntonic internal market research



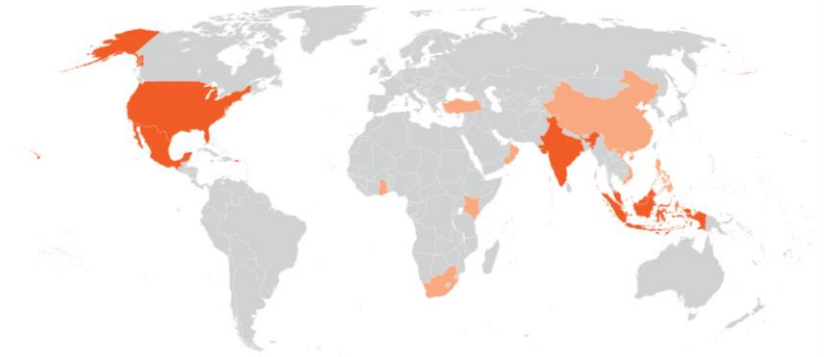
CY2018 Outlook



Major growth in Freeway platform licensing to carriers in Africa, Asia Pacific, Latin America, and Central Europe

Broadening deployment of the Freeway International Traveler app in popular tourist destination markets

Freeway 2018 Market Expansion



Advancing commercial deployments and re-seller relationships

Financials

Achieving early stage revenue targets with continuing top-line growth

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