

Rahul Agarwal
CTO and co-founder



SYNTRONIC

Contact: ir@syntonic.com

ABN 68 123 867 765

Corporate Snapshot

Highly Experienced Board and Management Team



Gary Greenbaum
Share Holding: 19.88%
 Managing Director,
Co-Founder and CEO

Formerly:



Hutchison Whampoa Limited



realnetworks



Rahul Agarwal
Share Holding: 19.88%
 Executive Director, ***Co-Founder, President, CTO***



Formerly:

realnetworks



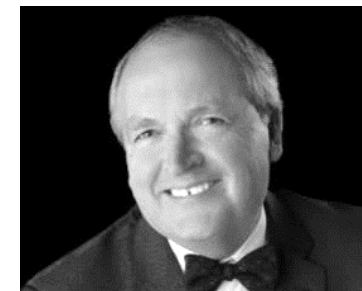
Steve Elfman
 Non-Executive Chairman

Formerly:



Chris Gabriel
 Non-Executive Director

Formerly:



Nigel Hennessy
 Non-Executive Director

Corporate Details

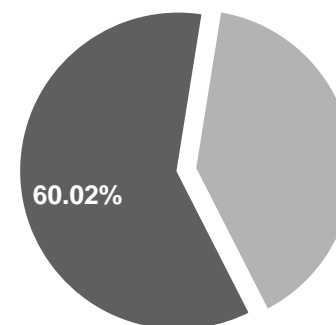
Issued Ordinary Shares

2,780,110,212

Market capitalisation
 (03 December 2018, undiluted)

A\$25.0 MILLION

Major Shareholders (3 Dec 2018)



■ Top 25 Shareholders ■ Remaining Shareholders

Syntonic's investment highlights



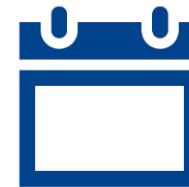
**First Mover
Advantage with
Unique Technology**



**Substantial Global
Market Opportunity**



**Multiple Existing
Tier-1 Customers**



**Diverse Revenue
Streams**

The problem: Carriers are not participating in 'app economy' growth

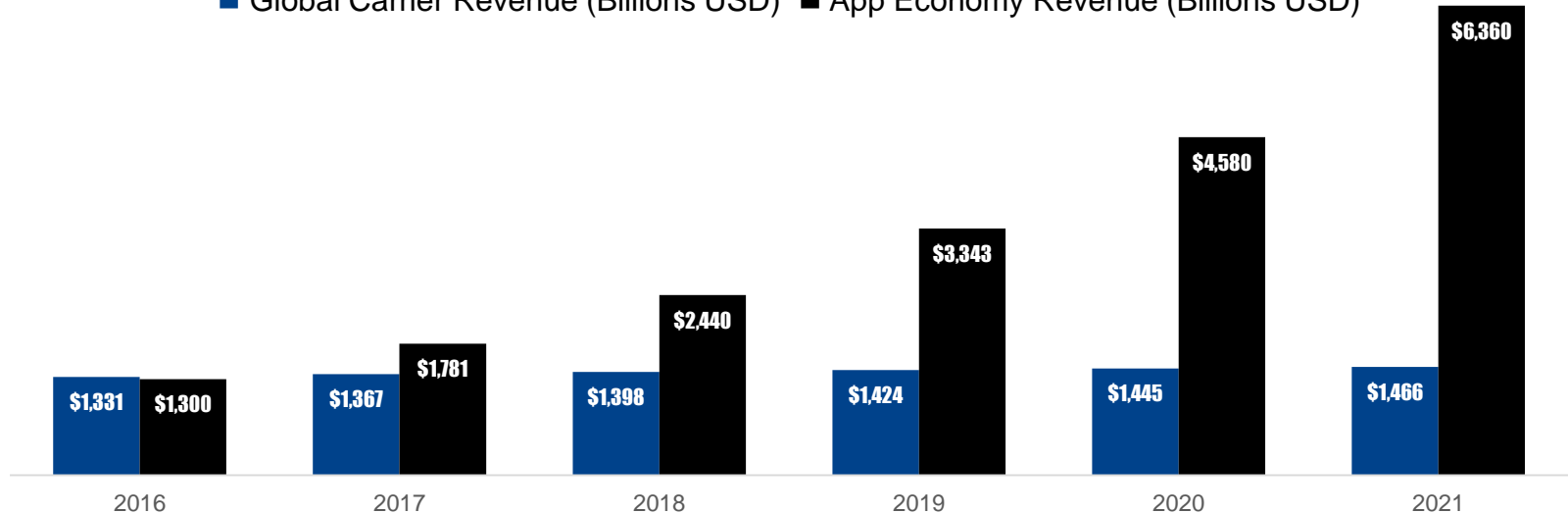
Global carrier revenues have been flat due to commoditisation of data

Since 2017 the app economy has grown rapidly, at projected CAGR +30.3% (2016-2020)

App economy is principally driven by mobile advertising and mobile commerce

Carrier Economy vs App Economy

■ Global Carrier Revenue (Billions USD) ■ App Economy Revenue (Billions USD)



GSMA Mobile Economy 2014; App Annie 2017

The solution: Unlocking the value of mobile data



Freeway

Content Monetisation Service

enabling carriers to earn new revenue streams from mobile advertising and mobile commerce



**SYNTONIC
DataFlex**

Enterprise Mobility Service

enabling businesses to reduce the cost of deploying, managing, and operating their employee mobile program

SYNTONIC

One platform, two services

Syntonic mobile carrier deployments: current and upcoming in FY19



Freeway

Freeway revenue model

1. Customer Acquisition

- Sponsored Data download of application
- Syntonic receives a \$/download fee

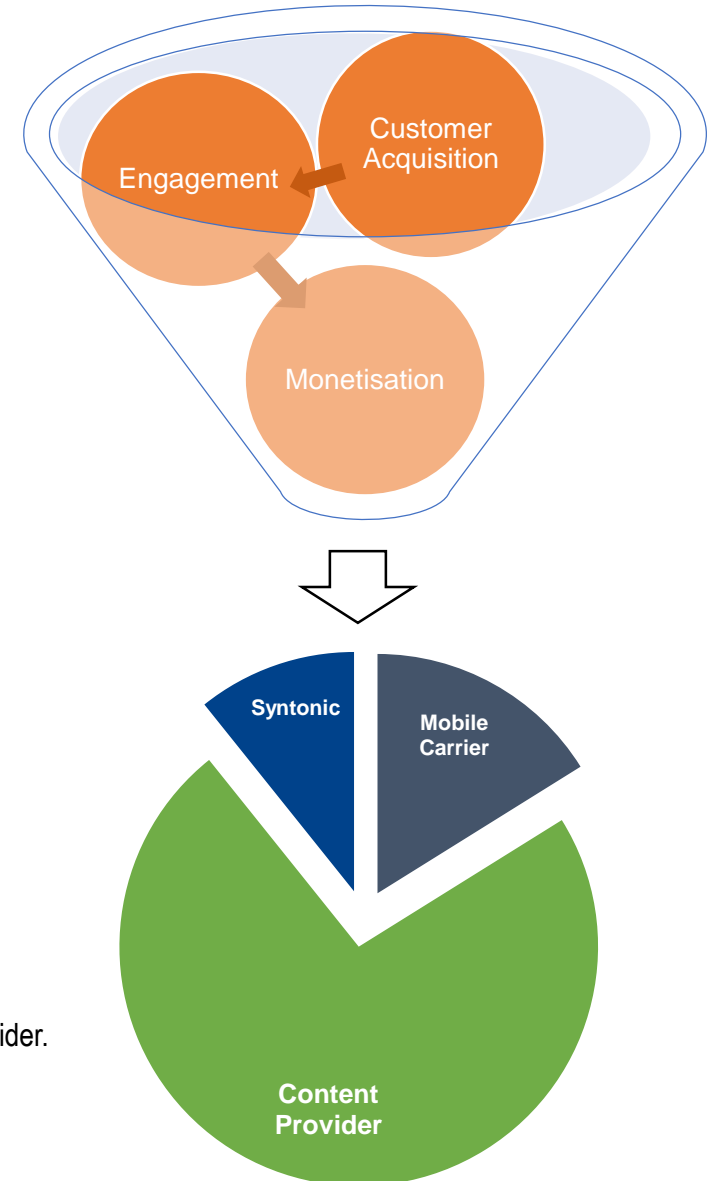
2. Customer Engagement

- Data Reward and sponsored access for incentivising service use
- Syntonic receives a % of the data margin from carrier

3. Customer Monetisation

- Direct Carrier Billing to capture the consumer purchase
- Syntonic receives a % of the transaction

Example revenue share among Syntonic, mobile carrier, and content provider.



The solution: Unlocking the value of mobile data



Freeway

Content Monetisation Service

enabling carriers to earn new revenue streams from mobile advertising and mobile commerce



**SYNTRONIC
DataFlex**

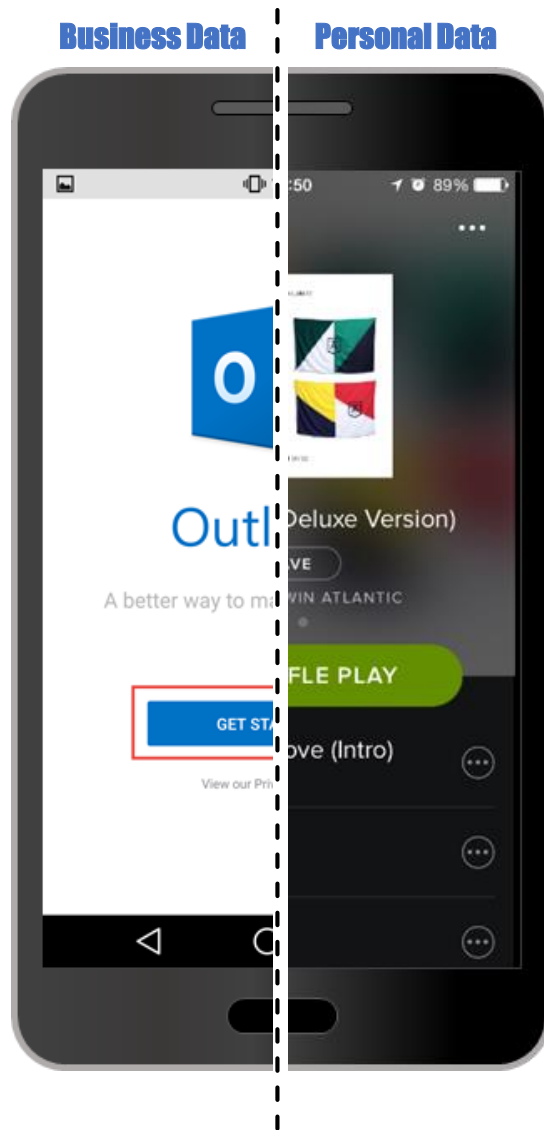
Enterprise Mobility Service

enabling businesses to reduce the cost of deploying, managing, and operating their employee mobile program

**SYNTRONIC**

One platform, two services

Split mobile billing for employee 'bring your own device' programs



Separates personal and business use:

>50% cost reduction

of corporate mobile & expense management

>10% enhancement

of workforce productivity

Enhanced corporate security
with employee usage analytics

Significant global market for Syntonic DataFlex

>100,000 companies with over
75 million employees in US alone

Sources: Intel, Improving Security and Mobility for Personally Owned Devices, 2012; Cisco, The Financial Impact of BYOD, 2013; Case Study Forbes, *With BYOD, Employee Productivity Surges*, 2013; and ISG, 2016

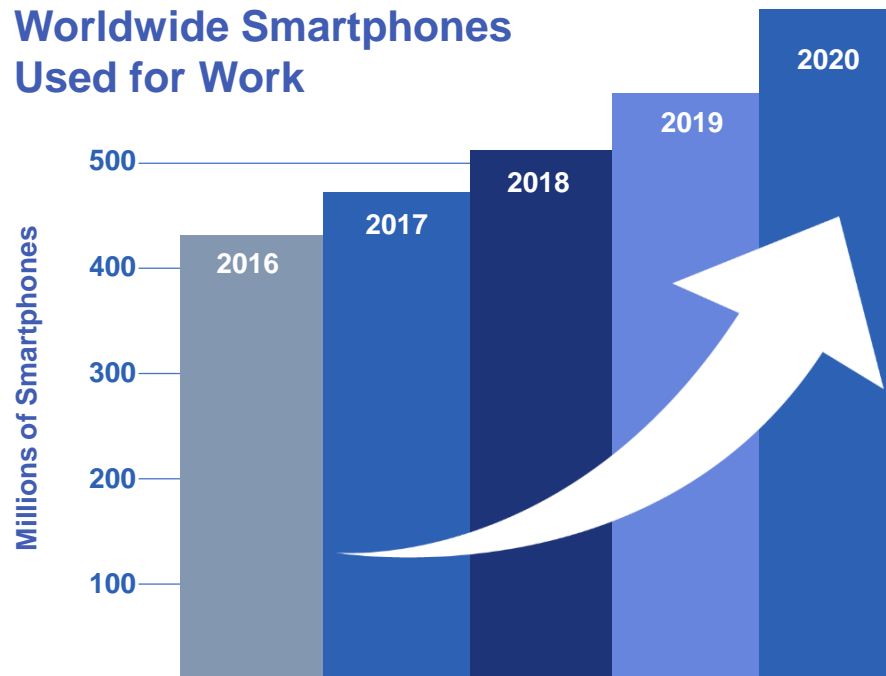
Indicative Pricing Model

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
SYNTONIC ANNUAL REVENUE	US\$36,000	US\$576,000
ANNUAL COMPANY SAVINGS	US\$210,000	US\$1,800,000

Market Opportunity

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

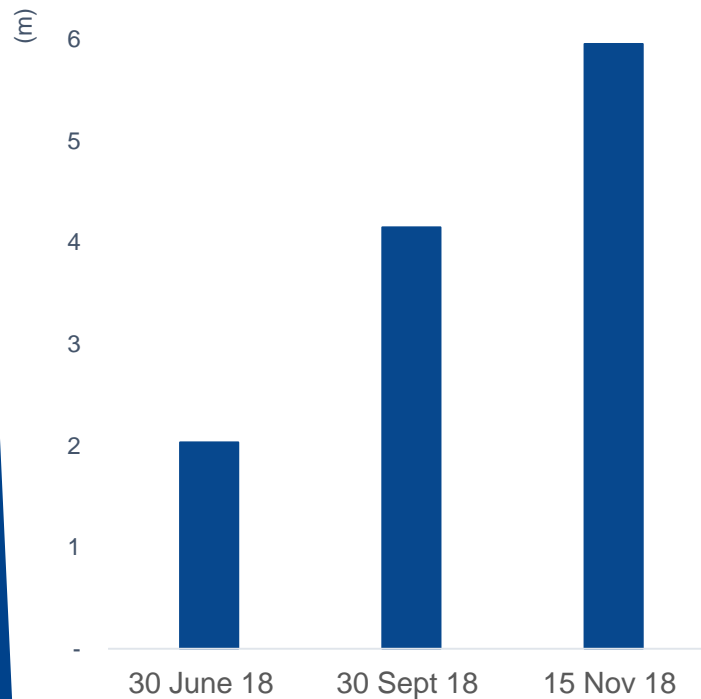
Each 1% of addressable market share represents

US\$300m annual revenue

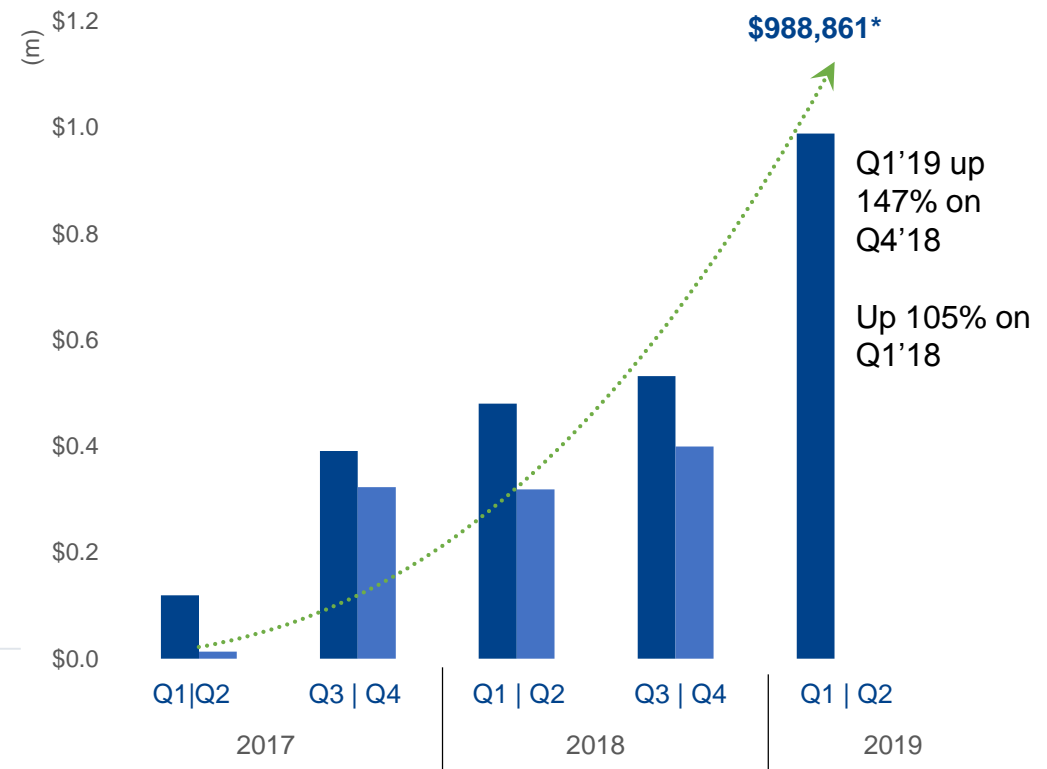
Strong growth in active users and revenue



Quarterly Active Users (QAU)*



Revenue Growth



*Quarterly Active User measures the number of active users during the three month period prior to the reporting date.

*Unaudited revenue represented for Q1 FY2019

FY2019 Milestones



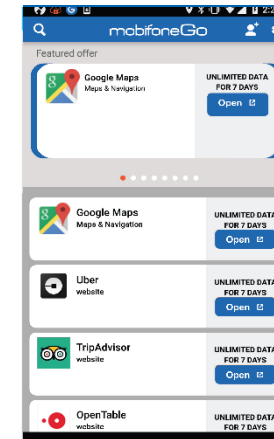
Major growth in new and existing mobile carrier licensees in Africa, Asia, Latin America, and Central Europe

Full integration of acquired Mobile Commerce assets resulting in significant revenue contribution

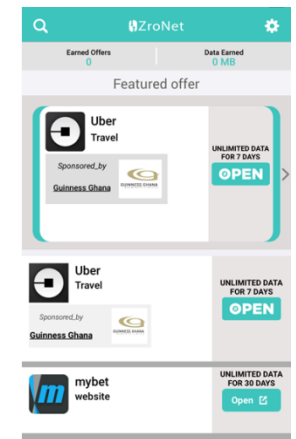


Progressing commercial deployments and reseller relationships

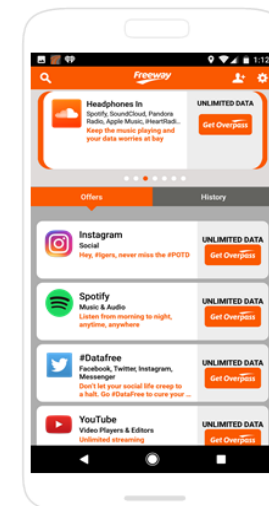
Freeway's International Expansion



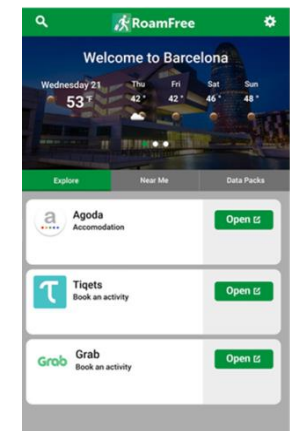
Mobifone, Vietnam



Cross-carrier, Ghana



Vodacom, South Africa



Smart, Philippines



Appendix

Content Monetisation Service

Freeway offers mobile carriers a solution for capturing new revenue streams from mobile advertising and commerce

Services:

Ad Supported Access

Data-free Promotions

Subscriptions ('content plans')

Data Gifting

Zero-rated downloads

Action based Data-Rewards

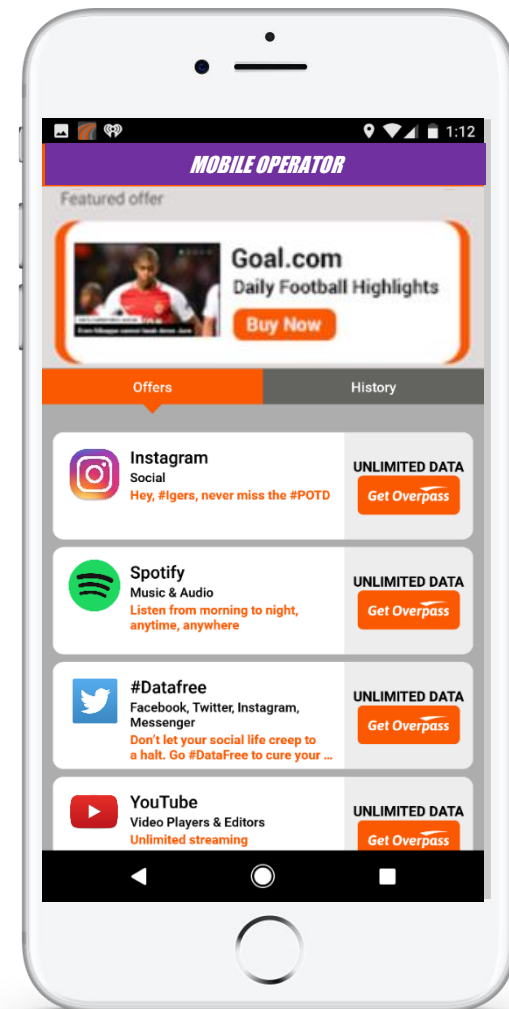
Captive Web Portal

Wallet for storing, retrieving, transacting with earned credits

Direct-Carrier-Billing

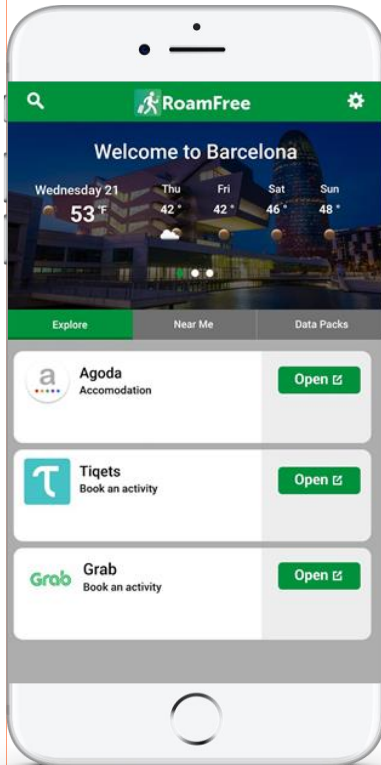
Sponsored International Roaming Services

**Mobile Operator
Branded Experience**
(powered by Freeway)

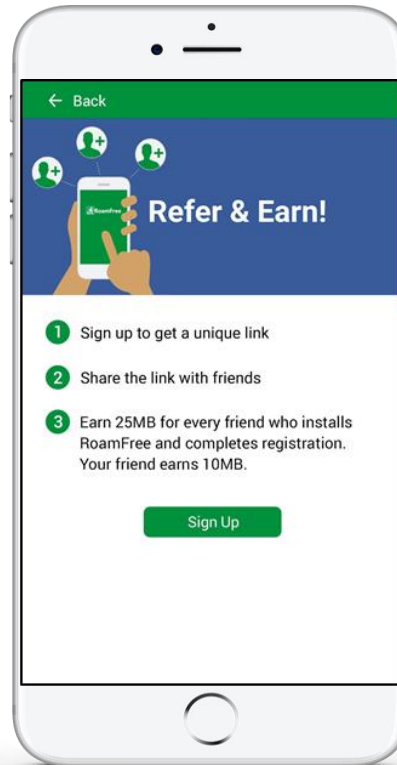


Case Study: Freeway Roaming Services™

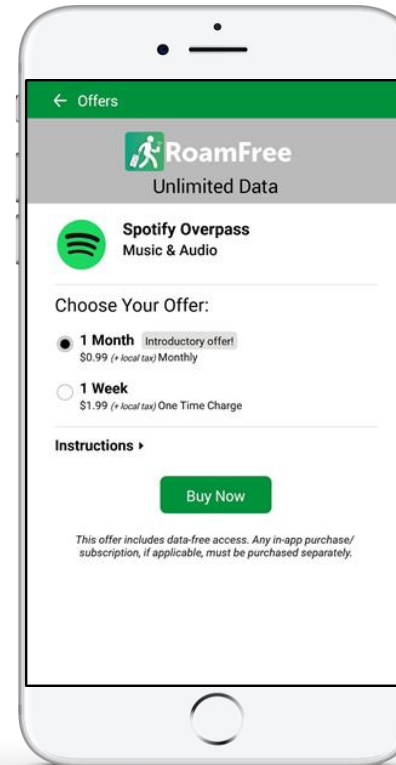
Smart Communications *RoamFree* Application powered by Freeway



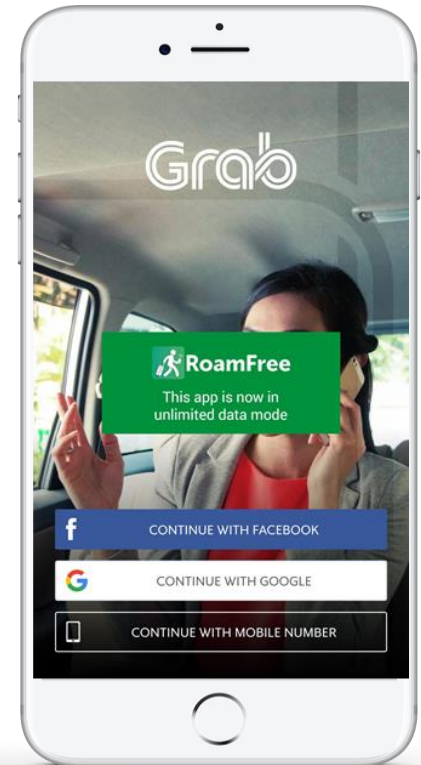
*Roaming
sponsored data offers*



*Roaming
data rewards*



*Roaming
data packages*



RoamFree access

New Revenue Streams in FY19



Syntonic CSP Deployment

Vodacom deployment of a white-labelled version of the Syntonic Connected Services Platform ("CSP") to enhance their mobile advertising business with sponsored data and data rewards



RoamFree Traveler App

Smart Communications release of an updated version the RoamFree traveler app powered by a white-labelled version of the Freeway Roaming Service™.



Launch of *opari*

Tata Communication commercial deployment of their digital commerce platform, *opari*, powered by the Syntonic CSP for its sponsored data and data rewards services.



Syntonic Brazil

Asset acquisition completed in late August 2018 with partial business operations during H1 as business transitions to Syntonic.



Upcoming deployments in Vietnam, Ghana, Kenya, Turkey, and more.

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