

## **Syntonic Enters Partnership with Bridge Alliance**

### **Highlights:**

- New partnership with the Bridge Alliance, a leading mobile consortium of tier-1 mobile carriers operating in 34 countries across Asia Pacific, the Middle East and Africa
- Syntonic to develop a white-labelled and customised version of its International Roaming Service for license to Bridge Alliance carrier members
- Initial pilot expected in Q4 FY19 and commercial availability expected in H1 FY20

**Seattle, United States – Syntonic Limited ("Syntonic" or "Company") (SYT.ASX)**, a mobile software company, is pleased to announce it has signed a Development Agreement with Bridge Mobile Pte Ltd ("Bridge Alliance" or "Bridge"), a leading mobile consortium of tier-1 mobile carriers operating in 34 countries across Asia Pacific (including Australia), the Middle East and Africa and serving more than 800 million subscribers<sup>1</sup>.

Under the terms of the agreement, Syntonic will develop a white-labelled and customised version of the Syntonic International Roaming Service™ for Bridge to sublicense to its carrier members. Bridge will compensate the Company for all engineering and support costs associated with the Bridge-branded service.

A pilot is expected to be launched in Q4 FY19 with commercial availability expected in H1 FY20. A separate reseller agreement, currently under negotiation, will allow Bridge to resell the service to its carrier members.

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

"Entering into this partnership with the Bridge Alliance represents another major strategic step for Syntonic as it helps us to monetize our Revenue Generation Platform with tier-1 carriers located across the globe. We see this partnership as another strong endorsement of our unique mobile offering."

### **Syntonic International Roaming Service**

Syntonic's International Roaming Service enables mobile carriers to capture new revenue streams from the US\$676 billion generated by online travel transactions from their international traveller subscribers<sup>2</sup>.

It offers data-free mobile access to online travel services paid for by app affiliation fees and transaction commissions from consumer purchases. The service enables travel app providers such as Agoda, AirBnB, Grab, Uber, Klook, Ticketmaster, Expedia, and TripAdvisor to capture lost transactional opportunities from travellers who turn off their expensive cellular data connection when roaming internationally.

<sup>1</sup> <https://www.bridgealliance.com/>

<sup>2</sup> eMarketer, Digital Travel Sales Worldwide, July 2017

Additionally, the roaming service provides a convenient way for travellers to purchase data roaming packages and micro-data plans to premium apps to further enhance carrier international roaming ARPU.

### **About Bridge Alliance**

Bridge Alliance provides enterprise mobility, machine-to-machine (M2M) and Internet of Things (IoT) rollout support for multinational companies. Bridge Alliance members pool resources and share best practices to deliver a smooth, high-performance and unparalleled roaming experiences for travellers, opening new opportunities in the roaming market. Carrier members include Optus, Singtel, SoftBank, China Telecom, Airtel, and more.

### **About Syntonic**

Syntonic Ltd (SYT.ASX) is a Seattle based software company which provides easy-to-deploy mobile services for telecommunication carriers to generate more revenue from mobile data and to participate in the app economy. Syntonic has created the world's leading mobile Revenue Generation Platform spanning mobile advertising, content monetisation, mobile commerce, and expense management for enterprise mobility. Syntonic's carrier-grade service has been designed with high availability, scalability and 100% revenue assurance in mind. The Syntonic platform has been deployed and validated on the world's largest networks.

To learn more about Syntonic, visit [www.syntonic.com](http://www.syntonic.com).

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