

ASX RELEASE

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University Malaysia Perlis goes cashless with MY Smart Shopper

- To coincide with the university initiative to go fully cashless in their campus
- The students to become members of the program and enjoy savings from their spending
- Students will have the opportunity to explore iSYNERGY's affiliate marketing ecosystem

ASX-listed I Synergy Group Limited ("iSYNERGY"; ASX:IS3) has recently launched a cashless digital campus campaign in University Malaysia Perlis ("UniMAP") with its retail loyalty affiliate program, MY Smart Shopper ("MSS").

The campaign is a collaborative initiative between the university and iSYNERGY to promote the retail cashless mechanism among the students.

This campaign also aligns with the soon-to-be launched MSS Pay, MSS' own e-wallet, which offers members a new payment method through a reloading mechanic via debit/credit card integration and processing.

UniMAP believes through the campus-wide integration of MSS, the students will be able to become better shoppers as they learn the retail benefits the program offer on their offline and online spending at the program's participating merchants.

The university also intends for the students to participate in entrepreneurship through the affiliate marketing model iSYNERGY has pioneered in Malaysia. The collaboration opens up the opportunity for the UniMAP students to become an affiliate in iSYNERGY's own affiliate marketing platform, Affiliate Junction ("AJ").

Upon becoming an affiliate, the students will be able to refer users and merchants into the MSS program and be entitled to commissions from any program transactions generated by the members or at the merchants' outlets they referred.

iSYNERGY Managing Director Dato' Lawrence Teo said that the launch of MSS in UniMAP's campus is a multifaceted implementation that will greatly benefit the livelihood of the students. "Ultimately, we wish for the university students to benefit from the MSS retail ecosystem and their involvement in affiliate marketing entrepreneurship well beyond their academic years," he said.

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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 30,000 affiliates and 2,500 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.i-synergysgroup.com

About University Malaysia Perlis (“UniMAP”)

University Malaysia Perlis (UniMAP) is Malaysia's 17th public institution of higher learning. Currently, UniMAP has approximately 13,488 students and a workforce of more than 2,193 academic and non-academic staff members. The university offers 25 undergraduate programmes that lead to Bachelor in Engineering, 13 undergraduate programmes that leads to an Engineering Technology degree and two undergraduate programmes that lead to a Bachelor in Business.