

Fox Gol launches with Syntonic Platform in Mexico and Brazil

Highlights:

- Rapid launch of Fox Sports Latin America's Fox Gol mobile soccer service via Syntonic's Revenue Generation Platform™ (RGP) in Brazil and Mexico
- Fox Gol is now available to Claro and TIM mobile subscribers in Brazil and América Móvil's Telcel subscribers in Mexico, with additional deployments scheduled throughout FY2020
- All Fox Gol content subscription sales will now be assumed by Syntonic, activating a new source of revenue starting in the current quarter

Syntonic Limited ("Syntonic" or "Company") (SYT.ASX), a mobile content services provider, is pleased to today announce the commercial deployment of the Fox Gol service in Mexico and Brazil. This rapid deployment follows the agreement, announced 27 September 2019, between Fox Latin America Channel LLC, ("Fox Sports"), a leading pay television sports aggregator, and Syntonic, for the right for Syntonic to distribute and sell Fox Gol mobile content via Syntonic's Revenue Generation Platform (RGP).

The Fox Gol service is now available to mobile subscribers on operators Claro and TIM in Brazil and on América Móvil's Telcel in Mexico. Furthermore, the Company is actively integrating the Fox Gol service on several other regional carriers with subsequent deployments scheduled for later in FY2020.

The Fox Gol application enables Brazilian and Mexican soccer fans to follow their favorite teams and leagues, through a subscription package that gives them access to video and other curated content. Whilst the revenue impact to Syntonic will be unknown until the Fox Gol service is fully transitioned to the Syntonic RGP, this agreement further validates the Company's platform technology and recent corporate focus to sell premium mobile content through the Syntonic RGP.

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

"Winning the right to become the distributor of Fox Gol soccer content in Brazil and Mexico is a significant achievement for Syntonic and serves as strong validation of the integrated advertising, content services, and mCommerce offering we have for premium content providers.

"The rapid deployment demonstrates the agility of our business model and platform which can be deployed swiftly across multiple carriers where we can leverage established relationships.

“Syntonic is able to cater to higher revenue and margin opportunities which are becoming more and more frequent in Brazil, Mexico and other emerging markets where Syntonic has an established presence.

“The new partnership with Fox Gol builds on our work with major content brands, such as Abril Group, and aligns with Syntonic’s strategy to focus on premium content providers in many of the emerging markets where the Company already has a market presence, such as Vietnam, Philippines, South Africa, Brazil and more.”

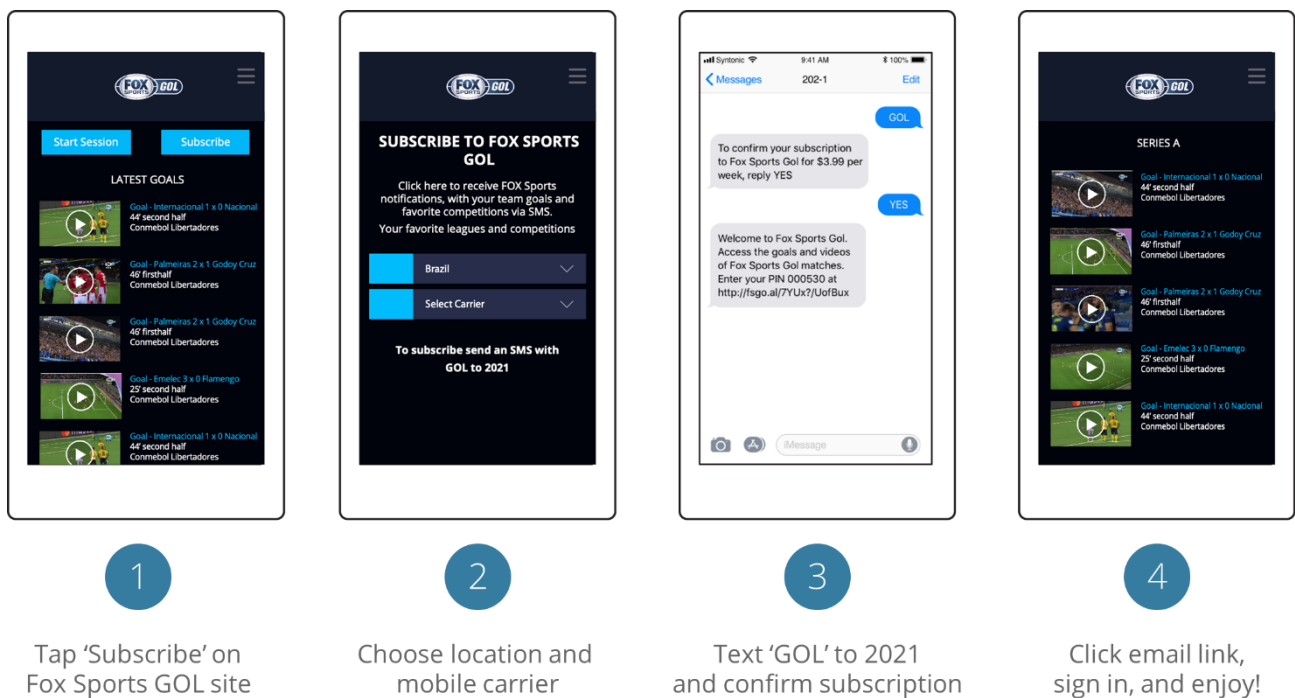


Figure 1 Fox Gol consumer experience on mobile operator Claro

About FOX Sports Latin America

FOX Sports is the leading multiplatform sports brand in Latin America whose reach exceeds 61 million homes in 19 countries throughout Latin America. Through its portfolio FOX Sports offers 24 hours, every day, sports entertainment content that includes live and exclusive events, sports news, talk shows and other original content. The CONMEBOL Copa Libertadores Bridgestone, the Bundesliga, CONCACAF Champions League, UEFA Champions League, the NFL, the MLB, the WWE, the Formula 1 and the Formula E, are among its most outstanding programming. FOX Sports is owned by FOX Networks Group (FNG), a 21st Century Fox company (NASDAQ: FOX; ASX: FOX).

For more information, please visit www.foxsportsla.com



About Syntonic

Syntonic Ltd (SYT.ASX) is a Seattle-based software company which provides easy-to-deploy mobile services for telecommunication carriers and content providers to generate more revenue from mobile data and participate in the app economy. Syntonic has created the world's leading unified mobile revenue platform spanning mobile advertising, content monetization and mobile commerce. 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.

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