
ASX ANNOUNCEMENT

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Syntonic Expands Advisory Board with Addition of Tata Communications Executive

John Landau, Former Senior Vice President at Tata Communications Joins as Strategic Advisor to Advance Syntonic's Global Expansion

Seattle, United States – Syntonic Wireless, Inc. (“Syntonic”), a mobile platform and services provider, today announced the addition of Mr. John Landau, former Senior Vice President (“SVP”) of Technology and Services Evolution at Tata Communications, to its Advisory Board. Mr. Landau will work with Syntonic’s executive team to develop a governance framework for sustainable growth and advise on go-to-market strategy for the company’s global expansion. He will team up with existing advisory board members Mr. Bill Richter, former President at EMC, Mr. Rudy Gadre, former Vice President and General Counsel at Facebook, and Mr. Steve Elfman, former President at Sprint.

“John is a visionary in the telecom industry and will be invaluable in helping us continue to drive global momentum for our flagship solutions, Syntonic DataFlex® and Freeway by Syntonic®,” said Mr. Gary Greenbaum, cofounder and CEO of Syntonic. *“His background and network of relationships will create new insights and opportunities for us and help refine our sales and marketing strategies in both consumer and enterprise markets. The caliber of our advisory board speaks to the promise behind our mission to disrupt the way mobile data is packaged and consumed.”*

Mr. Landau is the former Senior Vice President of Technology and Services Evolution for Tata Communications, a member of the \$100 billion Tata Group. Prior to retiring from his post, Mr. Landau was responsible for fostering new service and technology opportunities enabled by communications transformation. Earlier he managed the company’s worldwide network and managed services offerings for the enterprise market. Prior to Tata, roles included VP of Product Management at ITXC, a VoIP pioneer, Director of Technology for Intel’s Communications Product Group, and VP of Product Management and Marketing at Dialogic Corporation, a computer telephony leader. Landau’s extensive experience in telecommunications and enterprise technology and familiarity with corporate acquisitions will provide valuable contributions to Syntonic’s growth strategy.

“What Syntonic has done with its Connected Services Platform has the potential to pivot today’s mobile plan model towards a more customer-centric approach focused on what people want most – access to compelling content,” said Mr. Landau. *“As a long-time telecom professional, I’ve seen the industry evolve significantly, and I strongly believe Syntonic is on the cutting edge of innovation, transforming the access model for the mobile Internet.”*

Over the last 12 months, Syntonic has experienced rapid growth, starting with the launch of its enterprise BYOD split-billing solution, Syntonic DataFlex, followed by the global expansion and availability of its sponsored data offering, Freeway by Syntonic. Both solutions are powered by Syntonic’s Connected Services Platform™, a carrier-grade platform that provides a range of connectivity services for enterprises and consumers.

For more information about Syntonic and its Strategic Advisory Board, visit www.syntonic.com.

About Syntonic

Syntonic is a U.S. based Seattle software company which has developed two technology products: Freeway by Syntonic gives consumers the ability to connect to the mobile Internet free of charge on their mobile phone by having advertisers pay for the data; and Syntonic DataFlex allows businesses a cost effective mobile split billing solution to separate personal from business use on employee smartphones. Founded in 2013, Syntonic has developed worldwide strategic partnerships with leaders in the mobile ecosystem. To learn more about Syntonic visit www.syntonic.com.

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