

SYNTONIC ADVANCES SPONSORED CONTENT OFFERINGS

Highlights:

- *Pokémon GO sponsored data promotion for AT&T subscribers demonstrated that augmented reality games are well suited for sponsored data campaigns to increase customer engagement*
- *Freeway by Syntonic® consistently positioned in Google Play Store TOP 50 lifestyle apps in Indonesia and Malaysia during August 2016*
- *Recent consumer research in the U.S. has confirmed that 94% of millennials, aged 18-34, are likely to try a new service if it is part of a free data offering*
- *Syntonic will be active in generating new business opportunities in September 2016 during one-on-one meetings with leaders in the wireless industry at CTIA Super Mobility 2016, the largest wireless event in America*

Las Vegas, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform and services provider, is pleased to provide an update on the Company’s progress.

According to a recent survey by CTIA, the international industry trade group representing all wireless communication sectors, consumers in the United States are overwhelmingly open to using sponsored data services. More specifically, 94% of millennials, aged 18-34, stated they were likely to try a new service if it is part of a free data offering. This willingness to engage is especially true for video and augmented reality (“AR”) games that can significantly impact one’s data plan – an hour of HD video playback or a week’s worth of Pokémon GO consumes nearly 350MB of mobile data, which is more than 20% of the average U.S. monthly mobile data plan.

To demonstrate the effectiveness of sponsored data in the U.S., Freeway by Syntonic offered a promotion from 20 July 2016 through 15 August 2016 to provide 1GB of free access to Pokémon GO for AT&T subscribers. The campaign demonstrated the U.S. consumer demand for sponsored data leading to increased engagement of AR type games. As a result, several additional mobile carriers are interested in running similar campaigns for premium AR and video content, using sponsored data to help application developers and content owners reach new customers and spur retention with existing customers.

Freeway by Syntonic has also gained popularity in Indonesia and Malaysia, where pre-paid mobile data plans dominate the market and force data rationing, with over 80% of users limiting their mobile data use. The Freeway by Syntonic application has been localized for Malaysian and Indonesian markets and includes content offers targeting these geographies. At the moment, Syntonic is fine tuning its go-to-market strategy to minimize customer acquisition costs. Additionally, the Company is adding new functionality and features to Freeway to enhance the consumer experience and to provide additional business models for content partners.

Despite launching a limited release pilot in both countries, the overwhelming demand for sponsored content has driven the Freeway by Syntonic application to the top 50 in the Malaysian and Indonesian Google Play store in the lifestyle category. The app has been downloaded over 10,000 times with an approval rating over 80%, comparable to Facebook’s 82% approval rating on Android.

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Syntonic plans broad commercialization of Freeway in the Southeast Asia region in the coming months.

Syntonic's BYOD commissioned research has uncovered some insightful findings on how to capture the mobile split billing market, giving Syntonic a more refined understanding of employee smartphone trends. For strategic purposes the Company will release the initial results from the survey in late September.

This week Syntonic will also be present at CTIA Super Mobility 2016, the largest wireless event in America, from 7 until 9 September in Las Vegas. Syntonic will be actively involved at the show, meeting with leaders in the wireless industry.

For more information about Freeway by Syntonic, [click here](#).

About Syntonic

Syntonic (SYT.ASX) is a Seattle based software company which has developed two technology services: Freeway by Syntonic®, allows free-of-charge, mobile internet access on smartphones by having advertisers sponsoring the data, and Syntonic DataFlex®, allows businesses to manage split billing expenses for employees when using their personal mobile phones for work. 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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