

## Freeway by Syntonic Expands to India with Prominent Game Publishers

### Highlights:

- ***Freeway by Syntonic® is available to subscribers on all leading India mobile carriers including the four largest: Airtel India, Vodafone India, Idea Cellular, and Reliance Mobile***
- ***Featured local game publishers include Reliance Big Entertainment, Nazara Technologies, and Zapak Digital.***
- ***Upcoming Freeway version will include gifting and referrals to drive viral marketing and distribution for reducing customer acquisition costs***

**Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, today announces availability of the Freeway by Syntonic service in India, the world’s second largest smartphone market with over 200m users and the third leading market for app downloads from the Google Play Store. Freeway provides brands a cost efficient means to increase consumer reach and awareness, acquire new users, and deepen engagement. The Freeway application is available to Android smartphone subscribers on the leading Indian mobile carriers, including Airtel India, Vodafone India, Idea Cellular, and Reliance Mobile. Inaugural publishers participating in this launch include Reliance Big Entertainment, a division of the Reliance Group responsible for its media and entertainment business; Nazara Technologies, a leading mobile games developer, publisher and exclusive distributor for premier game developers such as Electronic Arts; and Zapak Digital Entertainment, India’s largest online casual gaming site.

India is ideally suited for the Freeway by Syntonic service: data is relatively expensive; 85% of subscribers are on pre-paid plans; and the country is Asia’s fastest growing mobile games market. The user base of active mobile gamers in India is over 185m and who average 4.4 game downloads per month. India represents a USD\$3.9b addressable market for Freeway data rewards, growing at a 135% CAGR. Moreover, Freeway’s data rewards service fully adheres to the Telecom and Regulatory Authority of India’s (TRAI) position on net neutrality.

Syntonic will work with content providers and app publishers to leverage Freeway by Syntonic’s “download and use” data rewards service. For instance, game developers that publish their offers with Freeway only pay for acquiring mobile users that have downloaded and used the application. This innovative user engagement solution provides direct value beyond simple installation, and ultimately results in a more cost effective approach for valuing and monetizing users. Freeway’s highly cost effective solution for its content customers stands in stark contrast to other data reward solutions that can only provide incentivized downloads, producing a low yield of engaged, monetizable users.

Based on learnings from Freeway’s success in Indonesia where the app has consistently ranked in the Google Play Store top 25 lifestyle applications during the past quarter, Freeway will be updated to include additional consumer friendly functionality such as gifting and rewarded referrals to drive viral distribution, reducing Freeway’s customer acquisition costs.

Rahul Agarwal, President and CTO of Syntonic, commented: *“With the learnings from our deployments in Southeast Asia and the ongoing maturation of the Freeway service, we felt this was an opportune time to expand operations into India, the world’s second largest smartphone market. We are proud to be working with our launch partners, representing the premier leaders in the India*

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*mobile gaming industry, to provide the next generation advertising and engagement platform in this vibrant and growing market.”*

Amit Khanduja, CEO of Reliance Entertainment – Digital, commented: *“We’re excited to partner with Syntonic to bring data rewards to millions of enthusiastic mobile gamers in India through Freeway. India is at an inflection point for mobile entertainment, and Freeway’s offers of data rewards provides a compelling, differentiated way for us to attract new consumers, keep them actively engaged with our extensive catalog of games and provide tailored offerings for the Indian market.”*

Nitish Mittersain, Managing Director of Nazara remarked: *“Our publishing strategy at Nazara is to offer billions of mobile gamers a curated and innovative mobile experience. Freeway by Syntonic is a timely complement to our publishing platform, providing irresistible data rewards that are of immediate value to our gaming communities in India for social connectivity, cross promotion, and brand advertising.”*

### **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®, enables 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](http://www.syntonic.com).

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