

SYNTONIC COMMENCES TRADING ON ASX

Syntonic launches Pokémon GO on the Freeway App

Highlights:

- **Syntonic (SYT.ASX) commences trading on the ASX today, after successfully raising A\$2.2 million through its public offer**
- **Syntonic enables sponsored access to the massively successful game, Pokémon GO through Freeway by Syntonic® on the AT&T network in the U.S., validating the market demand for sponsored data**
- **Syntonic launches Freeway pilot in Malaysia to be followed by deployments in other geographies in Southeast Asia and Latin America where over 80% of users ration their mobile data**

Sydney, NSW – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform services provider, today listed on the Australian Securities Exchange (“ASX”) under the ASX code “SYT” after successfully raising A\$2.2 million under its public offer.

Syntonic is a leader in sponsored content services, and is transforming how consumers and businesses access applications and content across the mobile Internet. Syntonic created the Connected Services Platform™, which supports two technologies, **Freeway by Syntonic®** and **Syntonic DataFlex®**:

For Consumers



Freeway

Freeway by Syntonic® gives consumers sponsored access to mobile applications and content, providing a new way for content providers, sponsors, and operators to reach, acquire, engage, and monetize customers.

For Businesses



SYNTONIC DataFlex

Syntonic DataFlex® is a mobile split billing solution that works across all mobile operators, and helps companies reduce the costs of BYOD programs, boost productivity, advance business intelligence, and enhance network security.

"Pokémon GO is a global phenomenon that has engaged millions of users around the world and it's a perfect use case for sponsored data," said Mr. Gary Greenbaum, Managing Director and CEO of Syntonic. "The game is more compelling outside of physically limited Wi-Fi networks, providing a great experience over cellular networks as part of its geographic discovery, which bridges the real world with a virtual world, but can also quickly eat away at a user's monthly mobile data limits. By delivering access through sponsored data with Freeway by Syntonic, users can freely engage with the game without impacting data usage."

WWW.SYNTONIC.COM

Commenting on Syntonic's admission to the ASX, Mr. Greenbaum said: *"Today marks a significant milestone for Syntonic, and we are delighted by the strong interest received from investors. We welcome our new shareholders and look forward with confidence to the next phase of our growth and development as a listed company."*

"Our mission is to transform the mobile industry with an entirely new way of capitalizing the value of mobile apps, content, and network traffic – and we will do this with our market leading mobile technologies. We are going to aggressively expand our Syntonic DataFlex solution in the U.S. and our Freeway by Syntonic solution in Southeast Asia and Latin America."

"We believe 2016 is the year that sponsored data goes mainstream, and Southeast Asia and Latin America are emerging as the world's largest and most active prepaid data markets, where consumers have demonstrated an enormous appetite for accessing mobile content and apps. Freeway by Syntonic is the most complete content services platform, and we plan to lead the charge in revolutionizing how mobile content is discovered, consumed, and monetized."

Freeway by Syntonic Powers Free Access to Pokémon GO

Syntonic has enabled sponsored access to the massively successful mobile game, Pokémon GO, for Android users through its sponsored data app, Freeway by Syntonic. Since the initial release of Freeway by Syntonic in July 2014, Syntonic has launched a variety of sponsored data initiatives in North America, such as providing free mobile data access to CES 2016 content and free access to on-the-go travel site, Expedia.com. This latest Syntonic promotion, running now through August 15th, provides the first 10,000 Android users with 1GB of free mobile data that can be used to access Pokémon GO anywhere in the United States on the AT&T network. The special offer grows Syntonic's brand awareness worldwide with operators and content providers who are seeking a sponsored data solution.



Freeway by Syntonic allows consumers the ability to connect to the mobile Internet free of charge on their mobile phone. Brands, application developers, content providers, and advertisers are the ones paying for consumers' mobile data usage to increase consumer awareness, acquire new users, enhance engagement, and monetize their products.

Freeway by Syntonic targets the 3.7 billion consumers that don't have the financial means to connect to the Internet, and the 2 billion prepaid mobile subscribers that ration their data usage. In post-paid markets, such as the U.S., where data is relatively inexpensive, the demand for video and music still outstrips the limits of consumer data plans and creates an additional market opportunity for Freeway by Syntonic.

The market for sponsored data is estimated to grow to nearly US\$23 billion by 2019, fueled by major carriers and brands exploring new engagement models paired with the ever-increasing consumer demand for mobile content.

Following Freeway's commercial launch in the U.S., a pilot was recently deployed in Malaysia and will be followed by expansion to other geographies in Southeast Asia and Latin America, where over 80% of users ration their mobile data.

WWW.SYNTONIC.COM



SYNTONIC DataFlex

Syntonic DataFlex provides a cost effective mobile split billing solution to separate personal from business use on employee smartphones. Syntonic DataFlex can save employers up to 50% of their Bring Your Own Device ("BYOD") expenses and increase workforce productivity by 10%.

Syntonic recently commissioned a research study from Information Solutions Group ("ISG") on employee smartphone trends within small and medium businesses and large enterprises in the U.S. The full results of this study, which validates the Syntonic DataFlex market opportunity, will be published later this year.

The research indicates that employers are overspending on BYOD reimbursements by over US\$275/year per employee. The research also notes that 81% of companies are supporting BYOD programs today or are planning to support them within the next 12 months. This represents an addressable U.S. market for Syntonic DataFlex of more than 100,000 companies representing over 76 million employees.

About Syntonic

Syntonic Limited (SYT.ASX) is a 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 our new website at **www.syntonic.com**.

For further enquiries, please contact:

Gary Greenbaum
Managing Director and CEO
T: +1 206 408 8072 x702
E: ir@syntonic.com

WWW.SYNTONIC.COM