

ASX ANNOUNCEMENT

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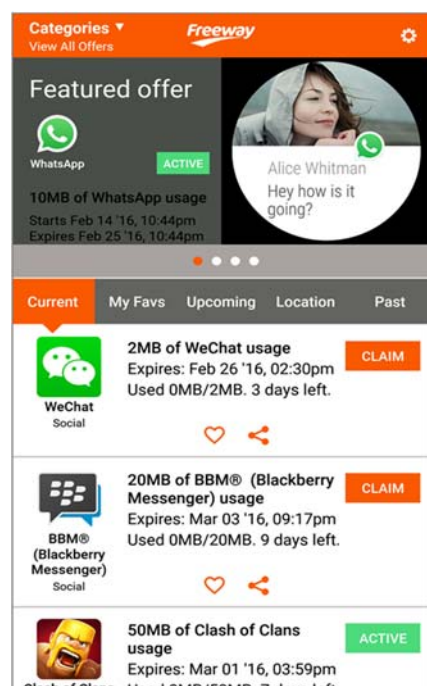
## SYNTONIC UNVEILS NEW VERSION OF SPONSORED DATA ACCESS

### Highlights:

- **Freeway by Syntonic 2.0 introduces Data Rewards, allowing consumers to earn free mobile data to access the internet in return for undertaking advertisers' desired activities.**
- **Syntonic also launches the Freeway by Syntonic Campaign Manager, the world's first sponsored content management tool for helping sponsors (mobile advertisers and content providers) manage global sponsorship campaigns.**

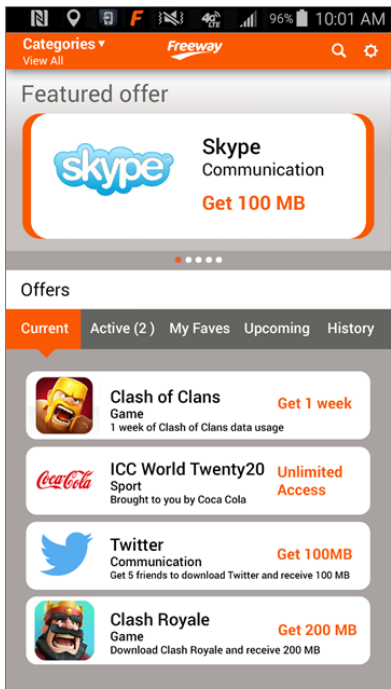
**Seattle, United States** – Syntonic Wireless, Inc. ("**Syntonic**"), a mobile platform services provider, today unveiled Freeway by Syntonic 2.0, a major update of its Freeway by Syntonic 1.0 solution that was first introduced on the AT&T network as the world's first sponsored content store. In addition to sponsored data, Freeway by Syntonic 2.0 offers "data rewards" where sponsors can provide data credits to the consumer as a reward for taking some action such as installing an application, subscribing to a music service, or purchasing a product.

Freeway by Syntonic now also supports a Campaign Manager to help sponsors, such as mobile advertisers and content providers, to create, manage, and deploy sponsored offers across mobile operators, geographies, and targeted consumer demographics. The Campaign Manager provides sponsors with real-time data analytics to assess and optimize campaign results. With this "one stop shop" solution, Syntonic becomes the world's first company to provide consolidated sponsored data and data rewards services that address the shared and specific needs of mobile operators, application developers, and brand sponsors.





The global market opportunity for sponsored data services is expected to reach 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. According to a recent Strategy Analytics report, sponsored data is predominantly gaining traction in emerging markets, where it delivers even greater value to consumers who either cannot afford to pay for content or lack mobile connectivity. Most benefiting from the Freeway by Syntonic service are more than 2 billion consumers outside the U.S. with prepaid plans who ration their data and 3.7 billion people who cannot afford access to the Internet via a mobile device. Freeway by Syntonic 2.0 provides consumers with the mobile access they want and presents new opportunities for sponsors and content providers to engage with consumers who ration data or do not currently have service plans.


Freeway by Syntonic 2.0 was designed to be easy to deploy and manage for sponsors. The solution works with any mobile application without requiring any engineering modifications. By eliminating the friction of costly and time-consuming adoption barriers, Syntonic ensures that application developers and content providers can quickly get to market with their sponsored content solutions. Additionally, Syntonic provides the management infrastructure to build, assess, and optimize campaign results in real-time. Third, the service offers both sponsored data and action-drive reward functionality, expanding consumer use-case scenarios as well as Syntonic's revenue opportunities.





## Example Offers

-   
**Skype**  
 Communication  
Get 100 MB

Promotional offer to attract new users and **grow Skype market share** in Indonesia
-   
**Clash of Clans**  
 Game  
1 week of Clash of Clans data usage  
Get 1 week

Incentivize consumers to play Clash of Clans longer to **deepen engagement** with the game
-   
**ICC World Twenty20**  
 Sport  
Brought to you by Coca Cola  
Unlimited Access

ICC World Twenty20 brought to you by Coca Cola to raise Coke **brand awareness**
-   
**Twitter**  
 Communication  
Get 5 friends to download Twitter and receive 100 MB  
Get 100MB

Increase **social virality** and spur usage of Twitter
-   
**Clash Royale**  
 Game  
Download Clash Royale and receive 200 MB  
Get 200 MB

Incentivize consumers to play Clash Royale longer to **deepen engagement** with the game

*“Sponsored data and data rewards provide an additional pathway for Syntonic to connect new audiences to compelling content and applications,” said Gary Greenbaum, co-founder and CEO of Syntonic. “Our deep relationships with operators, application developers, and advertisers around the globe give us the unique ability to work in any region. Our capacity to offer sponsored content access to help increase acquisition, engagement, and monetization provides a fundamental differentiator for the mobile ecosystem, opening up new business models for the industry. These new updates to our platform and our relationship with industry players will help us expand our revenue stream.”*

Powered by Syntonic's Connected Services Platform™ (CSP), Freeway by Syntonic will be released in Southeast Asia to support the region's high density of prepaid data plans. The first wave of applications with Freeway by Syntonic 2.0 will include Clash of Clans, WhatsApp, BBM, WeChat, and Twitter, among others. To access supported apps, consumers need only download the Freeway by Syntonic 2.0 application from the Google Play store. Once the Freeway by Syntonic 2.0 application is installed, and the consumer accepts sponsored data offers, consumers can enjoy free data and rewards by simply launching a continuously refreshed list of supported applications.

## About Syntonic

Syntonic is a Seattle, US 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](http://www.syntonic.com).

For all enquiries, please contact:

**Gary Greenbaum**  
**Syntonic Wireless, Inc.**  
Co-Founder and CEO  
Tel: +1 206 408 8072 x702

**Greg Swan**  
**Pacific Ore Limited**  
Company Secretary  
Tel: +61 8 9322 6322