

PRESS RELEASE
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MY Smart Shopper Goes Cashless With MSS Pay

- MSS now offers cash and cashless payment methods with the launch of its e-wallet
- Members to earn retail rewards when using the e-wallet when making payment
- The e-wallet give merchants access to a faster and more secure payment method

I Synergy International (M) Sdn Bhd (“ISI”) has officially launched the MSS Pay, an e-wallet feature under its retail affiliate marketing shopping program, MY Smart Shopper (“MSS”). ISI is a subsidiary of I Synergy Group Limited (“ISYNERGY”), a company listed on the Australian Securities Exchange (ASX: IS3).

Developed through a partnership with Fass Payment Solutions Sdn Bhd (“Fasspay”), MSS Pay enables MSS members to perform cashless payments via the MSS mobile app at the program’s offline participating merchants which opted-in to using the service. The payment amount will be deducted from the funds available in the members’ e-wallet account.

This launch further establishes MSS as one of the leading shopping rewards programs in Malaysia as it offers greater convenience and secure cashless transactions for both members and merchants.

MSS Pay also serves the objective to complete MSS as a wholly integrated point of sale transaction channel, offering both cash and cashless payment methods. Hence, enhancing its payment services for retail business to enjoy faster and more secure payment transactions.

Commenting on the launch, Lennon Chu, Chief Executive Officer of ISI, said that this is a natural progression for MSS as part of its digital transformation to be an all-encompassing retail affiliate marketing solution. He said, “MSS Pay is a product of technological convergence between mobile technology and payment solution, offering a seamless experience that is fast, safe and accessible, thus generating an optimal retail ecosystem and experience for program users.”

“Fasspay is happy to be a part of ISI’s initiative to enhance shoppers’ experience through the addition of MSS Pay into its application, thereby providing it with an alternative cashless payment method while members continue to enjoy their rewards,” said Chris Leong, Chief Executive Officer of Fasspay.

“While tie-ups between e-wallet solutions providers aren’t new, this collaboration will help ISI differentiate itself from its competitors by helping it better understand its members’ needs through the tools enabled by Fasspay,” he added.

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MSS is a performance-based retail affiliate marketing solution under Malaysia's leading affiliate marketing platform, Affiliate Junction ("AJ"). Offline and online retail businesses benefit from MSS as AJ's affiliates promote participating businesses to achieve predetermined business objectives. For shoppers, MSS is a program that offers them with retail rewards for every transaction they performed using the program.

With the introduction of MSS Pay, MSS members now have an e-wallet payment option to earn the exclusive dual-rewards benefits of Cash Point and Reward Point from each transaction they perform at MSS' offline merchants.

To date, MSS has more than 2,500 participating merchants and 3 million members.

The MSS mobile app is available for download on both Android and iOS devices.

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About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“iSYNERGY”) is a leading affiliate marketing network and solutions provider. iSYNERGY connects advertisers with affiliates via its affiliate marketing platform to deliver performance-based solutions that enhance product/brand awareness and drive business leads. The affiliate marketing platform, Affiliate Junction (“AJ”), is home to more than 30,000 affiliates and 2,500 advertisers. Under the platform, there is a variety of affiliate programs available which cater to various industry verticals and markets. iSYNERGY is a listed company on the Australian Securities Exchange (ASX: IS3).

To learn more, please visit: www.i-synergysgroup.com

About I Synergy International (M) Sdn Bhd

I Synergy International (M) Sdn Bhd (“ISI”) is a wholly-owned subsidiary of iSYNERGY. ISI’s main business operations are in the development and management of the affiliate marketing platform, Affiliate Junction, and its anchor offline and online retail affiliate program, MY Smart Shopper (“MSS”).

About Fass Payment Solutions Sdn Bhd

Established in 2012, Fass Payment Solutions Sdn Bhd (“Fasspay”) is a wholly-owned subsidiary company of Soft Space Sdn Bhd that acts as a merchant acquiring arm for partner banks. With over 20 banks across 11 countries, Fasspay provides centralised EMV Level 1 and Level 2 mobile payment solutions for card acceptance. In 2017, Fasspay obtained Bank Negara Malaysia’s approval to issue electronic money (E-Money) via its mobile wallet platform. This allows Fasspay to offer white-label wallet solutions to e-wallet partners.