

ISYNERGY LAUNCHES ITS FIRST AFFILIATE PROGRAM IN INDONESIA, SMART\$AVER

Highlights

- **iSYNERGY launches Smart\$aver in Indonesia**
- **Smart\$aver is an online shopping reward program**
- **Smart\$aver has partnered with a number of well-known ecommerce websites**
- **Indonesia is a key growth market**

Jakarta, 21 June 2017 - I Synergy Group Limited (“iSYNERGY”), through one of its subsidiaries, PT Inovatif Sinergi Internasional, has officially launched Smart\$aver in Indonesia. Smart\$aver is the first affiliate program in Indonesia that is powered by Affiliate Junction (AJ), the region’s leading affiliate marketing platform. AJ in Indonesia is managed and operated by PT Inovatif Sinergi Internasional.

Smart\$aver is an affiliate program under the retail segment that is designed for both the offline and online retail environment. At launch, the operations of the online platform have commenced while the offline operations will commence later this year.

Smart\$aver was launched in Malaysia in May, 2016 as an online shopping reward program under AJ’s Malaysia anchor retail affiliate program, MyKad Smart Shopper. Smart\$aver provides a unique retail ecosystem that offers exclusive deals to users, maximising the sales potential of its advertisers, as well as providing the avenue for affiliates to participate in promoting Indonesia’s retail industry.

To accommodate the diverse needs of Indonesia’s ever-growing population of more than 260 million, Smart\$aver has partnered with over a hundred well-known ecommerce websites such as Lazada, Zalora and Agoda, as well as notable Indonesian brands, including MatahariMall, BliBli, elevenia and Berrybenka.

iSYNERGY intends to capitalise on the huge potential growth of Indonesia's e-commerce sector, through the launch of Smart\$aver. According to McKinsey & Co., Indonesia's digital economy is expected to contribute \$150 billion a year to the nation's gross domestic product by 2025. The launch also marks the beginning of iSYNERGY's initiative to further explore potential business opportunities in the Indonesian market.

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