

## Tata launches *opari* digital commerce platform powered by Syntonic Technologies

### Highlights:

- Tata Communications has commercially launched its digital commerce platform, branded *opari*<sup>TM</sup> and powered by the Syntonic Connected Services Platform<sup>TM</sup>
- The *opari* platform has initially launched with Safaricom, the leading mobile operator in Kenya with 70% market share and 28 million mobile customers<sup>1</sup>
- New Syntonic revenue streams will be generated from content providers, app publishers, and brands using the platform for cost-efficient consumer acquisition, engagement, and monetization

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**Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a leading US-based mobile platform and services provider, advises that global telecommunications provider, Tata Communications, Inc. (“Tata”) has commercially launched its digital commerce platform, branded *opari* and powered by a white labelled version of the Syntonic Connected Services Platform (“CSP”).

Tata Communications Limited is a global telecommunications provider (NSE: TATACOMM) and the flagship telecommunications arm of the Tata Group which has a market capitalisation of approximately US\$144 billion. Tata Communications network is used by 1,600 telcos, or 70% of the world’s mobile network operators.

*opari*, Tata’s new digital commerce platform, connects apps and marketers to a global ecosystem of mobile operators and service providers. It is designed to elevate mobile acquisition, engagement, and monetization by unlocking the potential of the fastest growing currency, mobile data, and tapping into the US\$183.3 billion annual mobile advertising market<sup>2</sup>.

*opari*’s commercial launch will generate new Syntonic revenues based on the data revenue generated by *opari*’s customers, that include content providers, app publishers and brands as they use the platform’s sponsored data and data rewards services.

### Syntonic CEO and Managing Director, Gary Greenbaum said:

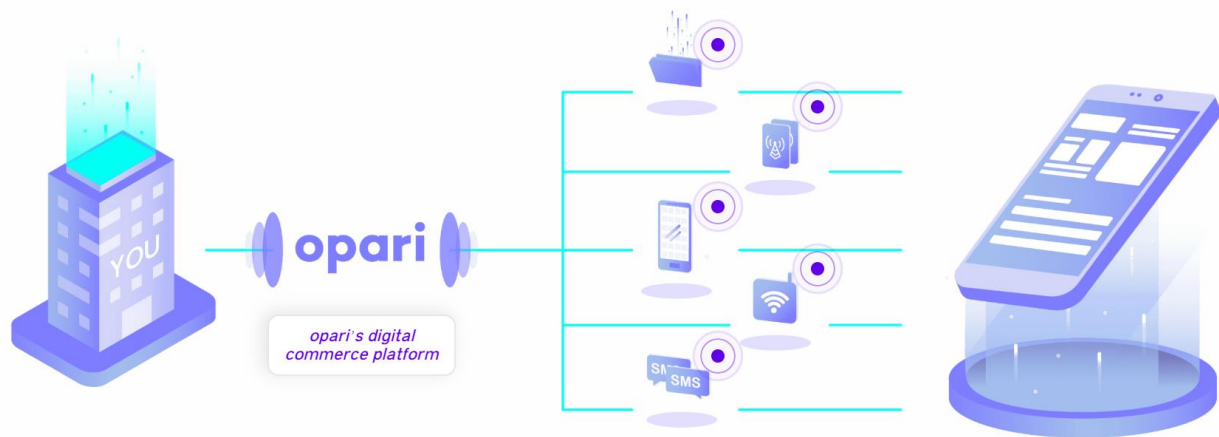
“The launch of *opari* is a significant event for Syntonic, allowing us to enhance our revenue from a multi-national telecommunications provider. The Tata relationship is aligned with Syntonic’s strategy to diversify its revenue streams globally and across multiple partners to deliver stable revenue growth.

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<sup>1</sup> Safaricom 2017 Annual Report

<sup>2</sup> eMarketer, March 2018 quoting 2018 forecasts

“Additionally, it demonstrates the strength of the Company’s working relationship with Tata, which has evolved and grown over the last two years as Tata developed and refined its *opari* offering in preparation for this commercial launch.”



*opari*’s launch follows the integration of a white labeled version of the Syntonic CSP to support its sponsored data and data rewards services. The integration resulted from the parties extending their partnership in February 2018 with Syntonic granting Tata a world-wide, non-exclusive, limited three-year license to additional Syntonic CSP capabilities that enhance *opari*’s customer value proposition. The renewed agreement was built upon the Company’s existing relationship with Tata, commencing in February 2016.

### About Tata Communications

Tata Communications is a global company with its roots in the emerging markets. Headquartered in Mumbai and Singapore, it has more than 8,500 employees across 38 countries. The US\$2.4 billion company is listed on the Bombay Stock Exchange and the National Stock Exchange of India and is the flagship telecoms arm of the US\$144.8 billion Tata Group.

For more information on Tata Communications, visit [www.tatacommunications.com](http://www.tatacommunications.com)

For more information on *opari*, visit [www.opari.io](http://www.opari.io)

### About Syntonic

Syntonic Limited (SYT.ASX) is a Seattle based software company which has developed two technology services: Freeway by Syntonic®, which allows consumers sponsored and subscription mobile access to content and applications; and Syntonic DataFlex®, which 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 our new website at [www.syntonic.com](http://www.syntonic.com)



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