

## Syntonic Expands to Latin America With Leading Mobile Carriers

*Freeway by Syntonic Mobile Access Services to be Initially Available in Mexico, the Second Largest Latin American Mobile Market, and Bolstered by Major Game Publishers*

### Highlights:

- ***Freeway by Syntonic® to be available in Mexico supporting the leading mobile carriers Telcel and Movistar with a combined subscriber base of over 40 million smartphone subscribers***
- ***Initial content providers participating in Freeway's launch in LATAM include Konami Digital Entertainment, Reliance Games, Nazara Technologies, Neon Play, and Boomdash Digital***
- ***The Spanish language version of Freeway by Syntonic 2.0 will also be available to U.S. consumers, targeting the 60 million U.S. Hispanic population.***

**Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, today announced the expansion of Freeway by Syntonic® into Mexico, the second largest mobile market in Latin America and the highest concentration of smartphones in the region. Latin America marks the fourth geographic expansion of Freeway by Syntonic with current coverage in the United States, Southeast Asia (Malaysia and Indonesia), and India. Freeway by Syntonic provides a frictionless and more cost-effective approach for application developers, content publishers and advertisers to reach, acquire, engage, retain and monetize mobile users throughout the consumer lifecycle. Freeway offers consumers sponsored data and data rewards, which provide free access to applications without impacting a consumer’s mobile data plans. Freeway by Syntonic on Android, which addresses over 90% of the Mexican smartphone market, will be available in the Google Play Store by the end of February and will support the leading Mexican mobile carrier networks, including Telcel and Movistar, which have a combined base of over 40 million smartphone subscribers.

In Mexico, nearly 84 percent of mobile users are on restrictive prepaid plans and one-fourth of them regularly exceed their mobile data allowances. Millions of consumers ration their data, impeding discovery and exploration of mobile apps and content. For these data-conscious consumers, Freeway’s sponsored content service enables content providers a new way to reach users and provides consumers a free way to access their favorite content like social apps, games, and videos without incurring data charges.

Syntonic will also make a Spanish language version of the Freeway by Syntonic application available to U.S. consumers on the AT&T and Verizon networks to address the 60 million U.S. Spanish speaking population.

Dr. Gary Greenbaum, CEO and Managing Director of Syntonic, commented, “Mexico represents over 20% of the entire Latin America mobile subscriber base making it an excellent choice for initial expansion into Latin America. We are thrilled to be working with a wide range of world-renowned app developers and publishers. Freeway by Syntonic gives content providers the ability to acquire and engage mobile users on restrictive prepaid plans, while reaching a significant untapped audience with

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their content. We look forward to expanding our offerings even further in Latin America with additional mobile operator and content provider partnerships.”

A number of initial content providers will leverage Freeway by Syntonic’s expansion into Mexico, including:

- Konami Digital Entertainment, a global developer, publisher and manufacturer of electronic entertainment properties and known for popular mobile games like Metal Gear Solid and Pro Evolution Soccer 2017, a major sports video game;
- Reliance Games, the mobile gaming division of the Reliance Entertainment-Digital Group;
- Nazara Technologies, a leading mobile games developer, publisher and exclusive distributor for premier game developers such as Electronic Arts;
- Neon Play, one of the UK’s major mobile games development studios, developer and publisher of Tip Tap Soccer;
- Boomdash Digital a leading mobile game publisher and distribution network.

“We’re encouraged by the growing opportunities that Freeway by Syntonic can provide for mobile gaming experiences in the Latin America market,” said Mr. Amit Khanduja, CEO of Reliance Entertainment – Digital. “Syntonic’s expansion to support Mexico simplifies reach and opens new opportunities to engage one of Latin America’s most vibrant markets with creative, consumer-friendly alternatives to the impediment of mobile data costs.”

“Freeway by Syntonic opens up new paths to reach and engage consumers that is complementary to our digital game publishing and distribution network,” said Mr. Viktorya Hollings, Director, Boomdash Digital. “We’re excited to partner with Syntonic to bring new gaming experiences to Mexico and look forward to the wide consumer availability of these new access models to reduce the barrier of entry for discovery and exploration of mobile games.”

Syntonic expects first revenues from these contracts to occur in the next 6 months following trial periods.

### About Syntonic

Syntonic (SYT.ASX) is a Seattle based software company which has developed two technology services: Freeway by Syntonic®, allowing free-of-charge, mobile internet access on smartphones by with advertisers sponsoring the data costs; and Syntonic DataFlex®, allowing businesses to manage split billing expenses for employees when using their personal mobile phones for work.

To learn more about Syntonic, visit [www.syntonic.com](http://www.syntonic.com).

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