

Verizon Licenses Syntonic Platform Technologies

World's Second Largest Mobile Carrier to Deploy Syntonic's Platform

Highlights:

- **Syntonic licenses Freeway SDK™ to Verizon Wireless for use in sponsored data applications with revenue guarantees starting this quarter**
- **Syntonic announces the launch of the Freeway Campaign Manager™ 2.0, an online offer creation and management solution for app developers to generate targeted acquisition and engagement campaigns using sponsored data and data rewards**
- **Syntonic CEO delivers keynote and participates in a sponsored data panel discussion with industry leaders at Mobile World Congress**

Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform and services provider, is pleased to announce today two material business updates: Verizon Wireless, the largest U.S. mobile carrier with over 100 million smartphone subscribers has licensed Syntonic's platform technologies, and Syntonic has released the self-service Freeway Campaign Manager 2.0 for content providers and application developers to streamline the creation and management of sponsored data and data reward campaigns. These announcements demonstrate Freeway's multi-sided market opportunities – licensing to mobile operators to enable differentiated new content-centric business models to grow revenue, and licensing to content providers to increase customer acquisition, engagement, and monetization using sponsored data and data rewards.

Syntonic has granted Verizon Wireless, the world's second largest mobile carrier, a non-exclusive license to deploy and sublicense the Freeway SDK (‘software development kit’) to enable data-free content services for their mobile subscribers. Minimum revenue guarantees are assured through the initial license grant with on-going monthly revenue generated by use of the Freeway SDK in apps distributed across Verizon's 100+ million subscriber base. Syntonic will recognize initial revenue this quarter.

Gary Greenbaum, CEO and Managing Director of Syntonic, commented: *“We're delighted to be working closely with Verizon to provide the world's second largest carrier a suite of mission critical sponsored data services. Moreover, this major milestone agreement is indicative that our Freeway SDK and the Syntonic Connected Services Platform have reached a new level of carrier grade performance.”*

Syntonic launched the Freeway Campaign Manager 2.0, an online self-service creation and management solution designed for content providers and application developers to develop quick-to-market sponsored data and data reward offerings across multiple mobile networks in Freeway deployed geographies. In addition, the Freeway Campaign Manager provides real-time analytics to assess campaign effectiveness. The Freeway Campaign Manager will hasten the content onboarding and revenue recognition process since all payments and content ingestion are performed within this online console. App developers can request an online account for the Freeway Campaign Manager at <https://Freeway.syntonic.com/developers/signup> .

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Freeway Campaigns Applications Sponsors Analytics Usage Report Hello, Developer Syntonic

ABC News iOS Sponsored Offer Sponsored Data Offer

Select Country: United States Set Location (Optional): Off

Select Operator (edit): AT & T, Verizon

Campaign Offer

Per user cost: \$ 0.10

Sponsored by: Coca Cola

Campaign Preview

Budget

Price: \$ 90.00 Conversion: 900

Featured Offer: Make this a featured offer? On Total Cost: \$108.00

Schedule

Start Time: Now End Time: Forever Time Zone: PST (Change)

Cancel Preview

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Freeway Campaigns Applications Sponsors Analytics Usage Report Hello, Developer Syntonic

Analytics Dashboard Select Campaign

Campaign

3D Bowling 1.22 3D Bowling Status: COMPLETEU Type: REWARD Offer: 12 MB Country: India Start Date: 21-Jan-17 End Date: 08-Feb-17

Campaign Overview Spend Offer Usage Campaign Comparison

Total Spend	Total Budget	Claimed Rewards	Remaining Rewards	Completed Rewards
\$777.2	\$1000.0	14072	0	3886

Campaign Overview Graph Export

Claimed Offers



Syntonic attended Mobile World Congress, the mobile industry's largest gathering of mobile ecosystem executives. The Company's CEO, Dr. Gary Greenbaum, presented a keynote presentation titled "*Beyond the Data Plan*" and participated in a panel discussion moderated by Mr. Chetan Sharma with telecom executives from Telefonica, Tata Communication, and Etisalat Nigeria. Both the keynote and panel discussion videos will be available on Syntonic's website. The Company had over 30 pre-vetted potential customer and partner meetings and a myriad of other unscheduled discussions with leading carriers and content providers. Syntonic is confident that several material opportunities will result from this event.

In Syntonic's Mobile World Congress booth last week, the Company provided a functioning early-release and live demonstration of the Campaign Manager and the opportunity for on-site content providers and app developers to immediately create and deploy new campaigns in any currently supported Freeway geography.

About Verizon

Verizon Wireless is a wholly owned subsidiary of Verizon Communications offering telecommunications products and services. Verizon is one of the largest communication technology companies in the world, operating America's largest 4G LTE wireless network and the nation's premiere all-fiber broadband network.

About Syntonic

Syntonic (SYT.ASX) is a Seattle based software company which has developed two technology services: Freeway by Syntonic®, allows free-of-charge, mobile internet access on smartphones by having advertisers sponsor the data charges; and Syntonic DataFlex®, 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 www.syntonic.com.

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