

ASX ANNOUNCEMENT

15 September 2017

Freeway Overpass™ Launches on Apple App Store

Syntonic begins U.S. marketing of unlimited data content plans to Verizon and AT&T subscribers

Highlights:

- **Freeway Overpass now available on the Apple App Store providing the world's first cross-carrier, unlimited data content plans**
- **Expansion onto iOS enables an addressable audience of over 140 million Verizon and AT&T customers with a new platform to access mobile content, resulting in new revenue generation opportunities**
- **Multi-faceted marketing tactics initiated to raise consumer awareness and promote the Freeway Overpass service, including exclusive coverage in the highly influential Variety magazine**
- **Freeway by Syntonic® nominated for the World Summit Award 2017 for best and most innovative digital solution**

San Francisco, United States – Syntonic Limited (“Syntonic” or “Company”), a mobile platform and services provider, is pleased to announce today, at the inaugural Mobile World Congress Americas conference, the launch of the iOS version of Freeway Overpass on the Apple App Store. The launch complements the Android version deployment on the Google Play store in late June 2017 and initiates Overpass marketing campaigns to drive U.S. consumer awareness and adoption.

Today's mobile users are hungry for more flexible, personalized data plans. According to a recent survey by MATRIXX Software¹, nearly 60% of all mobile users, including those currently on unlimited plans, would change their mobile service today if they had more choice and control over the use of their data plan. Additionally, nearly half of survey respondents indicated they would be willing to pay 10% more for unlimited access for only the apps they use most often.

Freeway Overpass is the first cross-carrier, over-the-top (“OTT”), paid and sponsored, subscription service that offers unlimited mobile access for the most popular mobile content and applications, providing relief to mobile subscribers who grapple with the sticker shock of exceeding data plan limits or paying more for a higher-tiered plan. The Overpass service saves consumers' money by giving them the flexibility to choose unlimited access for the specific apps and content they want and need. Subscription plans are offered as sponsored and paid, with the latter starting at US\$0.99 per day. Overpass features a cross-section of popular video, music, social media apps and games.

During the past two months, the Android version of Overpass has been in limited commercial release in the U.S., providing the Company various learnings that have resulted in app refinements. These enhancements were incorporated in both the Android and iOS versions; and as a result, the

¹ <http://discover.matrixx.com/data-survey-infographic>

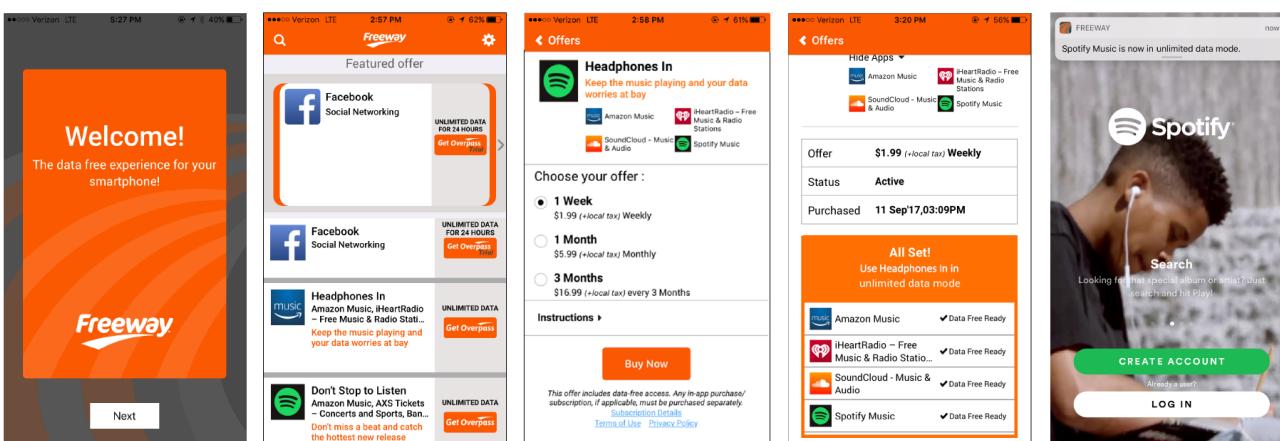
Company expects increased subscription purchases and reduced customer acquisition costs. Overpass started generating early revenue from day one of launch, validating the U.S. market opportunity. Syntonic expects revenue from this channel to build over the coming quarters.

The marketing activities for Freeway Overpass have also begun in the U.S. through direct paid acquisition, demographic targeting, and social media programming. Freeway Overpass was recently featured in Variety, a highly respected online entertainment magazine with 17 million unique monthly visitors². Please find the link to the article at <http://variety.com/2017/digital/news/freeway-overpass-streaming-mobile-data-plans-overage-1202556767/>

In addition, Freeway by Syntonic was nominated for the prestigious World Summit Award 2017 for the best and most innovative digital solution. The World Summit Award is designated to promote the world's best digital innovation with impact on society

Gary Greenbaum, Syntonic CEO and Managing Director, commented: “The launch of Freeway Overpass for the iPhone is an important step to amplify our consumer market reach. Our team has worked diligently to release Overpass on iOS, and we will now begin targeted marketing campaigns in the U.S. to raise awareness and drive consumer adoption.

The nomination of Freeway by Syntonic for a World Summit Award is also a great reflection of the technology we have built, both in terms of the significant impact of sponsored data and Syntonic’s recognition as a leader in innovation.”



Freeway Overpass is the first solution of its kind to provide consumers access to apps and content for unlimited period of time without affecting a user's data usage.

About Syntonic

Syntonic (SYT.ASX) is a Seattle based software company which has developed two mobile technology services: Freeway by Syntonic®, which allows consumers unlimited mobile access to content and applications, supported by subscription and sponsorship; and Syntonic DataFlex®, which enables businesses to manage split billing expenses for employees when they use 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.

² Source: BPA Worldwide, September 2011



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