

## Freeway Grows Presence in Vietnam

Syntonic establishes tier-1 partnership in Vietnam to deploy Freeway into a rapidly expanding new market with over 45 million smartphone subscribers

### Highlights:

- ***TecaPro Limited, a leading Vietnam information technology and telecommunications solution provider, to bring Freeway to Vietnam***
- ***Freeway to add over 45 million smartphone users to its addressable reach, and doubling in the next 4 years as a result of the recent issuance of nationwide 4G licenses<sup>1</sup>***

Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform and services provider, is pleased to announce today a partnership to expand the Freeway services into the Vietnam market with TecaPro Limited (“TecaPro”), a leading information technology and telecommunications solution provider that has established relationships with major mobile carriers, Viettel Mobile, MobiFone, and VingoPhone. As an authorized local partner for Syntonic, TecaPro will secure and integrate Syntonic’s products within their mobile carrier clients, provide Tier-1 technical and customer service support, and conduct all channel management and sales activities. The parties are working towards a commercial deployment in early 2018.

Vietnam is an ideal country for Freeway with an addressable market of 48.8 million smartphone subscribers (2018 projection), the 3<sup>rd</sup> largest in Southeast Asia, 89% of which are on prepaid plans<sup>2</sup>. With millions of consumers rationing their data, and subsequently impeding discovery and exploration of mobile apps and content, Freeway’s sponsored and paid subscription services will provide these data-conscious consumers with unlimited access to their favorite content like social apps, games, and videos. Syntonic’s roll-out is deliberately coincident with the issuance of 4G national-wide licenses from Vietnam’s Ministry of Information and Communications (“MIC”). It is projected that in the next 4 years, Freeway’s addressable audience in Vietnam will double, as Vietnam becomes the 4<sup>th</sup> largest smartphone market in Asia Pacific, behind only China, India, and Indonesia.

Gary Greenbaum, CEO and Managing Director of Syntonic, commented: “I’m extremely pleased with the pace at which we are growing our international presence. These initiatives with regional partners represent major steps forward in our strategic focus on growth in emerging markets. Southeast Asia is a key market for our expansion and our partnership with TecaPro will accelerate Freeway’s entrance. The strong consumer value proposition of Freeway’s unlimited content access, paid and sponsored, is well timed with 4G expansion, and we look forward to working with TecaPro to capture the Vietnam opportunity.”

<sup>1</sup> eMarket October, 2017

<sup>2</sup> GSMA Intelligence Q4 2016



### **About TecaPro**

TecaPro, founded in 1988, is a leading information technology and telecommunications provider in consultancy services, design, and implementation for IT system solutions, software solutions, and systems integrations headquartered in Ho Chi Minh City. TecaPro has established relationships with major Vietnam mobile carriers and is an authorized distributor and solution provider of leading vendors including DELL, IBM, HP, Oracle, Cisco, Microsoft NEC.

### **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](http://www.syntonic.com).

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