

Syntonic to Launch Freeway to Turkey's 38m+ Mobile Users

Freeway continues international expansion in the world's 14th largest smartphone market with over 38 million smartphone subscribers¹

Highlights:

- **Syntonic secures local value-added service provider, AKTAY A.S., to accelerate Freeway Overpass™ distribution in Turkey, based on established relationships with leading carriers, Turkcell and Vodafone Turkey**
- **Expansion into the highly attractive Turkish market set to boost growth in Syntonic's 21.6 million installed base and to assist with the 25% quarter-on-quarter growth rate target in the Freeway Installed Base for the coming year**
- **Syntonic maintains its first mover advantage with Freeway Overpass, the world's first cross-carrier service offering unlimited-data content subscriptions, expanding into five significant international markets beyond the U.S.**

Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a leading mobile platform and services provider, is pleased to announce that it has partnered with AKTAY A.S. (“Aktay”) for distribution of the Freeway Overpass into Turkey, the 2nd largest smartphone market in Central and Eastern Europe with over 38 million smartphone subscribers. The Turkey mobile market is highly appealing to Syntonic as 73% of the Freeway Overpass™ target demographic of 18 – 34 year-olds own a smartphone capable of supporting the Freeway service.²

Aktay, a value-added telecommunications service provider in Turkey, has established relationships with the leading regional carriers, Turkcell and Vodafone Turkey, which collectively have a combined 75% in-country market share. Aktay is responsible for local carrier integration, customer support, consumer marketing, and local content procurement to rapidly build out a scalable and recurring Freeway business in Turkey.

Gary Greenbaum, CEO and Managing Director of Syntonic, commented:

“To boost the momentum of Freeway's ongoing and record-breaking installed based growth, Syntonic is aggressively building out its global distribution network and partnering with select proven companies, such as Aktay, to capture the significant global opportunities we have identified for our Freeway service.

Establishing local partnerships with leading service providers will accelerate our penetration into foreign markets and facilitate valuable relationships with tier-one carriers.

¹ eMarketer, Oct 2017

² eMarketer, *The Global Media Intelligence Report*, Oct 2017



Our focus on global expansion is strategically aligned to entrench Syntonic's first-to-market advantage and to address the opportunity to capture the global carrier strategic shift toward content value-added services".

Turkey is now the 5th new international mobile market for the deployment of Freeway Overpass, which also includes Mexico, Vietnam, Sub-Saharan Africa, and China. Syntonic sees a leading opportunity to expand into emerging and developing economies, where data is relatively expensive, to provide consumers with the specific apps and content they desire without affecting their data plans. The Company is working towards commercial deployments into a number of geographies in early 2018.

The Company's international scale-out strategy will provide the potential to build on the Freeway Installed Base, which has grown by 7.6% during October to 21.6 million unique smartphone installations. With Syntonic's global expansion plans, the Company expects ongoing installed based growth and is targeting a 25% quarter-on-quarter growth rate in the coming year. Syntonic is commercialising Freeway by building out the technology installed base onto as many smartphones as possible, then promoting ongoing consumer engagement. The Company's expansion strategy will enable the Company a first mover advantage to capture market share and will allow for sufficient time to advance consumer engagement.

About Aktay

Aktay is a value-added telecommunications service provider, specialising in mobile products and data services. Headquartered in Istanbul, Turkey, the Aktay executive team has over 45 years of combined experience in advertising, information technology, and telecommunications.

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.

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