

FREEWAY LAUNCHES ON VERIZON NETWORK – NOW AVAILABLE ON TWO OF THE THREE LARGEST MOBILE NETWORKS

Highlights:

- ***Freeway by Syntonic® is the first cross-carrier sponsored data service now available on the Verizon and AT&T mobile networks reaching over 150 million smartphone subscribers in the U.S.***
- ***The Freeway by Syntonic 2.0 iOS application has been approved by Apple for release to the App Store and will be publicly available for download before the end of the year***
- ***Freeway's cross-carrier deployment is the foundation for the launch of the first Over-the-Top mobile video service scheduled for release in 2017***

Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX), a mobile platform and services provider, today announced that it has launched Freeway by Syntonic, the Company’s global sponsored data service, on the Verizon network, more than doubling Freeway’s existing AT&T subscriber coverage in the U.S. market. Now supporting the largest U.S. mobile carrier, Verizon Wireless, Freeway by Syntonic provides sponsored data services on two of the world’s three largest mobile networks, based on annualized revenue.

The uptake of sponsored data has been restrained by the limitation of single network carrier support. With Freeway by Syntonic, advertisers and content providers can now use sponsored data to enhance brand awareness, grow customer acquisition and increase engagement across multiple carrier networks. Brands and content providers can tap into their existing marketing budgets to deliver sponsored data offers to targeted demographics, independent of the mobile network used for delivering the sponsored offers. As a result, Syntonic is uniquely positioned to capitalize on the US\$57.44 billion U.S. mobile advertising spend forecasted in 2017.

Freeway by Syntonic 2.0 is currently on the Google Play Store and will be available on the App Store by the end of December 2016. With the addition of the Verizon network and the upcoming release for the iPhone, Freeway by Syntonic will have an addressable audience of over 150 million smartphone subscribers in the U.S., more than doubling the U.S. reach for Freeway’s mobile content providers and application publishers.

OTT Mobile Video Service Update

The Company is in the process of developing an Over-the-Top (OTT) mobile video service in the U.S., which will be extended to other major postpaid geographies, using the Company’s Connected Services Platform, the foundation to the Freeway by Syntonic service. Syntonic is developing the first cross-carrier OTT solution, providing ad sponsored and subscription access to premium content. The solution will deliver video services over the mobile Internet, independent of mobile operators. For example, mobile subscribers could purchase a subscription to their favorite TV shows for viewing on their smartphone without impacting their mobile data plan.

“Today we made history as the world’s first cross-carrier provider of sponsored data services with Freeway’s deployment on both the Verizon and AT&T mobile network,” said Gary Greenbaum, CEO and Managing Director of Syntonic. *“An unprecedented U.S. audience of over 150 million mobile*

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subscribers provides a compelling market for content providers and OTT Video services to efficiently extend and capture new business.”

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. FreeBee Data is a new sponsored data service from Verizon Wireless that allows consumers to enjoy content on their mobile devices free of data charges. FreeBee Perks is an innovative way to reward customers with mobile data after they complete an action (registration, interaction, or transaction) or just want to redeem loyalty points.

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.

For further enquiries, please contact:

Gary Greenbaum
CEO and Managing Director, Syntonic
T: +1 206 408 8072 x702
E: ir@syntonic.com

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