

## Syntonic broadens license agreement with Tata Communications

### Highlights:

- Syntonic extends license grant to Tata Communications to include additional Connected Services Platform technologies
- New agreement allows Tata to enhance its existing Sponsored Data Exchange with global carriers, brands, and app publishers in providing sponsored data and other content services
- Syntonic anticipates this deepening Tata partnership will create additional revenue streams and bolster growth in its global installed base

**Seattle, Washington – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a leading mobile platform and services provider, is pleased to announce that it has broadened its distribution and licensing agreement with Tata Communications.

As previously announced on 10 February 2016, the Company granted Tata a perpetual license to the Syntonic Connected Services Platform (“CSP”) and the Freeway Software Development Kit (“Freeway SDK”), to be white-labelled as the Tata Sponsored Data Exchange (“Tata SDX”).

The parties have agreed to extend their partnership with Syntonic granting Tata a world-wide, non-exclusive, limited three-year license to use additional Syntonic application program interfaces (“APIs”), enabling broader and more flexible capabilities of the Tata SDX. The parties have also agreed on a revenue share split for all business generated using the Syntonic licensed technologies in the Tata SDX.

By broadening the relationship, Syntonic empowers Tata to deploy its Sponsored Data Exchange (SDX) with global telco carriers.

Syntonic expects the extended partnership with Tata to underpin continued global growth in its installed base, create additional future revenue streams, and drive significant value for the Company and shareholders.

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

*"We are pleased to deepen our relationship with Tata as our companies jointly pursue the compelling global opportunities for sponsored data."*

*"We expect this new agreement to have a significant positive influence on Syntonic's business by hastening the deployment of our branded product, Freeway®, in new geographies, increasing our platform revenue with broad Tata SDX deployment and usage, and lowering Freeway's costs of carrier acquisition, hosting and integration.*

*"As Tata rolls out its SDX globally, we see solid opportunities to leverage Tata's reach, introducing Freeway to new markets, and amplifying growth in Syntonic's installed base growth."*

## **Background and agreement detail**

In August 2016, Syntonic granted Tata a perpetual, world-wide, non-exclusive license to provide sponsored data services using a white-labelled version of the Syntonic Connected Services Platform, rebranded as the Tata SDX. The purpose of the partnership has been to capture the estimated US\$23 billion sponsored data market opportunity<sup>1</sup>.

Moreover, Syntonic's branded experience, Freeway, would be a core app experience support by the Tata SDX in its deployed regions. The Tata SDX frees Syntonic from all costs of hosting, carrier integration, and carrier support for its Freeway service.

In broadening the scope of its license, Tata seeks to enable additional usage scenarios, such as rewarding subscribers with data after completing an action. The new agreement has a term of three years with an upfront license fee, on-going maintenance and support charges, and an on-going net revenue share associated with the use of the Syntonic licensed technology in the TATA SDX.

## **Key Facts about Tata Communications:**

Tata Communications is a leading global provider of telecommunications solutions serving the voice, data and next-generation service needs of carriers, enterprises and consumers across the world.

Tata Communications is the flagship telecom arm of the Tata Group and has combined market capitalisation of ~US\$196 billion. The Tata Group was established in 1868 and has global operations comprising over 100 independent operating companies. Tata Communications has:

- US\$3.2 billion in annual revenue with 77% of this revenue generated outside of India;
- Largest wholesale voice carrier carrying 53 billion minutes of wholesale voice traffic annually – that's 1 in 10 voice calls globally;
- 1,600 telcos use the Tata network to connect to mobile phone users (70% of the world's mobile network operators);
- World's largest wholly owned submarine fibre network – more than 500,000 kilometres of subsea fibre, and more than 210,000 kilometres of terrestrial fibre;
- Only Tier-1 provider that is in the top five in five continents, by internet routes;
- Over 24% of the world's internet routes are on Tata Communications' network;
- 7,600 petabytes of internet traffic travel over the Tata Communications' internet backbone each month; and
- 15+ terabits/s of international bandwidth lit capacity.

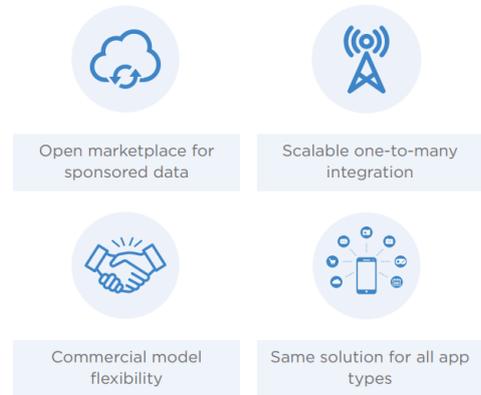
For more information about Tata Communications, visit [www.tatacommunications.com/about](http://www.tatacommunications.com/about)

<sup>1</sup> Syniverse, July 2015

## About Tata's Sponsored Data Exchange (SDX)

Tata has developed the SDX to unlock the true potential of flexible data and mobile data gifting. The platform empowers sponsored data providers to turn mobile data into a commodity that end users can swap or exchange.

The SDX provides an open exchange where users can gift data to friends, relatives and colleagues across any mobile network. With easy on-boarding, transparent billing and support for both prepaid and postpaid users, the SDX creates a better experience for data-hungry customers and delivers greater value for the providers of sponsored data.



## 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).

For further enquiries, please contact:

### Gary Greenbaum

CEO and Managing Director, Syntonic

E: [ir@syntonic.com](mailto:ir@syntonic.com)

### Tim Dohrmann

Investor and Media Enquiries

E: [tim@nwrcommunications.com.au](mailto:tim@nwrcommunications.com.au)