

## Smart Communications deploying Syntonic’s Data Roaming Service

*Fourth largest carrier in Southeast Asia deploying Freeway technologies in its RoamFree traveller application*

**Highlights:**

- Smart Communications, a leading Philippines wireless provider with 57.7 million subscribers<sup>1</sup>, will deploy the white-labelled Freeway Roaming Service™ in its popular *RoamFree* traveller app
- *RoamFree*’s next release will be powered by Freeway technologies and available to Smart’s subscribers next quarter, generating first revenues for the Freeway Roaming Service
- Syntonic broadens support in Indonesia and extends its market reach in the Philippines through a Freeway partnership agreement with Rimoto Ltd

**Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, is pleased to announce that Smart Communications Inc. (“Smart”), a leading wireless provider in the Philippines, with 57.7 million mobile subscribers, will be the first mobile operator to deploy the Freeway Roaming Service. Additionally, Syntonic is announcing a strategic partnership with Rimoto Ltd (“Rimoto”) to resell the Freeway Roaming Service to its carrier customer base, including Smart Communications and other tier-1 mobile operators in Southeast Asia.

Smart’s international travel application, *RoamFree by Smart*, was recently launched on the App Store and Google Play Store. *RoamFree* provides Smart’s international travellers with sponsored data access to essential and popular travel services such as Agoda, AirBnB, Grab, Uber, Klook, TripAdvisor, ATM Finder, Google Maps, and Groupon. Smart prepaid subscribers, in particular, can enjoy the added value and convenience of data-free access for purchases of top-up load and data roaming plans through *RoamFree*.

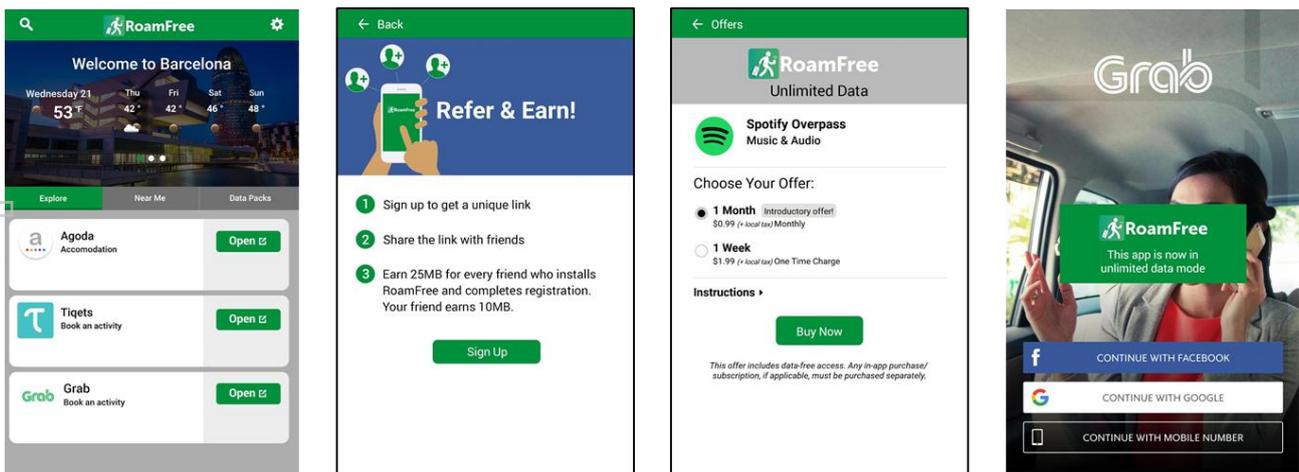


Figure 1: Example screen views of RoamFree powered by Freeway

<sup>1</sup> [http://www.pldt.com/docs/default-source/presentations/2018/1q2018-presentation\\_final\\_.pdf?sfvrsn=0](http://www.pldt.com/docs/default-source/presentations/2018/1q2018-presentation_final_.pdf?sfvrsn=0)

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The next version of *RoamFree*, scheduled for release next quarter, will use the white-labelled Freeway Roaming Service to provide *RoamFree* with a comprehensive set of new features and a platform for global scale, and will be available to use by Smart subscribers immediately upon release. Syntonic will generate revenue from app affiliation fees and commissions from consumer purchases of international data plans transacted within the app. Syntonic anticipates roaming service revenues to significantly advance starting in December, the peak international travel period for Smart subscribers.

As example, a Smart subscriber traveling internationally could use the *RoamFree* application, free of any data roaming fees, to purchase event tickets from Groupon, secure a car ride to the event with Grab, and then purchase a micro-plan for Facebook access to inform their friends. Each of these subscriber actions, including any international data plan purchases within *RoamFree*, generates revenue for Syntonic. The financial impact of these services is not yet quantifiable.

Syntonic is partnering with Rimoto, an Israel based company which enables mobile carriers to monetise international travellers. Rimoto has agreed to a five-year license to resell the Freeway roaming service to its tier-1 customers. Rimoto will receive a capped commission based on revenues generated by the Freeway Roaming Service sold through Rimoto's sales channel.

Syntonic will host an investor Q&A webinar in late June to address investor queries, including those related to the Smart deployment and its significance in advancing Syntonic's business in Southeast Asia.

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

"The commercialisation of the Freeway Roaming Service shortly after previewing at Mobile World Congress at the end of February 2018 is a strong validation of mobile operator desire to grow ARPU by tapping into the US\$676 billion of annual revenue generated by online travel service transactions<sup>2</sup>. We look forward to working with Rimoto and Smart to expand the Freeway footprint in Southeast Asia and additional geographies."

**Alice Ramos, Vice President for International Roaming of Smart Communications, commented:**

"We are proud to be working with technology partners who share our zeal in delivering enriching experiences for travellers. Smart customers already enjoy roaming plans that are simple, easy and affordable, with the power to track usage in real time. Now, *RoamFree* democratizes roaming while allowing Smart to enhance in-trip experiences. There is nothing like it in our market and we are thrilled that it is about to get even better. With Syntonic, we are expanding our services from roaming access to travel content - further and faster."

**Rimoto CEO, Yehuda Elmaliach commented:**

"Our strategic partnership with Syntonic is an excellent way to enhance the functionality of the *RoamFree* ecosystem for Smart and for the carriers in our existing sales pipeline. We see the great potential of working with Syntonic to enable a convenient solution that keeps travellers connected, and in parallel grows carrier revenues."

**About Smart Communications, Inc.**

Smart Communications, Inc. is a wholly-owned wireless communications and digital services subsidiary of PLDT, Inc., the Philippines' leading telecommunications company. Smart serves approximately 95% of the country's cities and municipalities with its combined 2G, 3G, and 4G LTE network (as of end June 2017), providing mobile communications services, high-speed internet connectivity, and access to digital services and content to over 57.7 million Filipinos (as of March 2018), through its commercial brands Smart, TNT, and Sun. Smart also offers satellite communication services under the brand Smart World.

For more information, please visit [www.smart.com.ph](http://www.smart.com.ph) and [www.smart.com.ph/World/roam/roamfree](http://www.smart.com.ph/World/roam/roamfree).

<sup>2</sup> eMarketer, Digital Travel Sales Worldwide, July 2017



#### **About Rimoto Ltd**

Rimoto is an Israeli start-up company that develops innovative, mobile cloud-client solutions, in a mission to disrupt the travel experience, leveraging on the app based on-demand economy revolution.

For more information, please visit [www.rimoto.com](http://www.rimoto.com).

#### **About Syntonic**

Syntonic Ltd (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 paid 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.

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