

## Syntonic Powers RoamFree Released by Smart Communications

### Highlights:

- Smart Communications, a leading mobile operator in Southeast Asia has updated its *RoamFree* traveler app, now powered by a white-labelled version of Syntonic's Freeway Roaming Service™
- *RoamFree* is now available in the Google Play Store and will be available in the Apple App Store later this quarter to support Smart Communications' 57.7 million subscribers<sup>1</sup> as they travel internationally
- Deployment activates an additional Syntonic revenue stream, as Smart Communications subscribers begin to use the app with an anticipated increased usage during the December holiday period
- Revenue to be generated via app affiliation fees and commissions paid by Smart from consumer purchases of international data plans transacted within the app

**Seattle, United States – Syntonic Limited ("Syntonic" or "Company") (SYT.ASX)**, a mobile platform and services provider, announces the first deployment of its Freeway Roaming Service, powering an updated *RoamFree by Smart* app from Smart Communications Inc. ("Smart" PSE:TEL, NYSE:PHI), a leading wireless provider in the Philippines. The Freeway Roaming Services enable mobile carriers to capture new revenue streams from international travelers where their roaming data is sponsored by online travel services.

The updated *RoamFree* app is available in the Google Play Store with the iOS version to be released later this quarter. The app will be available to all 57.7 million Smart subscribers, as they travel internationally, helping Smart to access the US\$676 billion worth of annual revenue generated by online travel service transactions<sup>2</sup>.

The *RoamFree* app provides Smart subscribers who travel internationally sponsored data access to essential and popular travel services such as Agoda, AirBnB, Grab, Uber, Klook, TripAdvisor, ATM Finder, Google Maps and Groupon. The services offered within the *RoamFree* app automatically change depending on the user's destination country, making the app more appealing and relevant for travel services to sponsor subscriber data access. The app is also beneficial to Smart's prepaid subscribers who are provided data free access for purchases of top-up load and data roaming plans through the *RoamFree* app.

<sup>1</sup> <https://smart.com.ph/About/profile/>

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

Syntonic expects revenue to be generated as the app begins to be used by Smart subscribers, with an increase in app usage expected in December, a peak international travel period for Filipinos. Syntonic revenue is provided by travel service providers who pay Syntonic an affiliation fee, often a percentage of the transacted travel service, for sponsoring access. Additionally, Syntonic receives a commission from Smart for all international data plans purchased with the *RoamFree* app.

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

“The integration of our Freeway Roaming Service technology into Smart Communications’ *RoamFree* app demonstrates our ability to globally commercialise Freeway and our commitment to generating diverse revenue streams for the business.

“This partnership with Smart represents an important milestone and our first announced customers for the Freeway Roaming Services that enable mobile carriers to add more value for subscribers, reduce customer churn and better monetise their roaming services.”

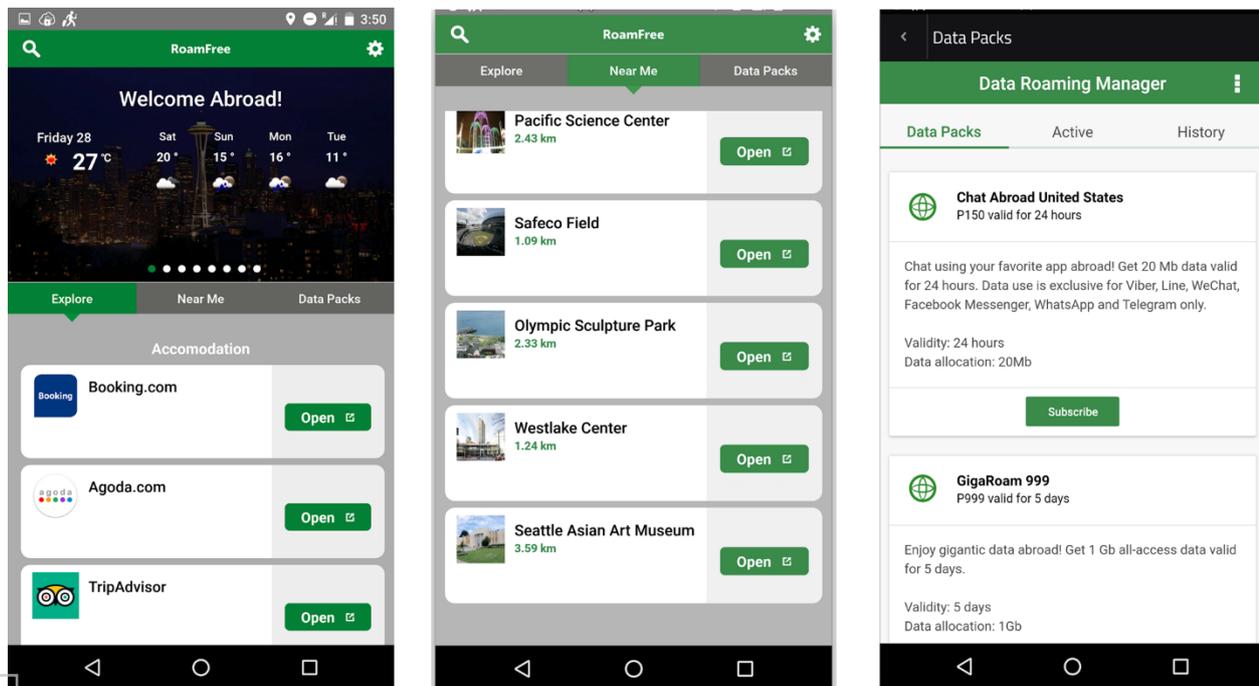


Figure 1: Example RoamFree screen views powered by Freeway

Following deployment, Syntonic has granted Mr. Elmaliach, CEO of Rimoto Ltd. (“Rimoto”), an Israeli telecommunications service provider, with 43,638,984 Unlisted Options exercisable at \$0.012 and expiring 5 years from date of issue. These options compensate Mr. Elmaliach for his services. The unlisted options have the following vesting conditions:

- 21,819,492 will vest immediately following commercial deployment of Syntonic technologies by Smart Communications (“Initial Vesting Date”); and
- 21,819,492 will vest upon the first anniversary of the Initial Vesting Date and conditioned upon Syntonic technology licensing agreements with Telkomsel and IndoSat and/or their agents representing their business interests.



The Unlisted Options will be issued under the Company's existing ASX Listing Rule 7.1 placement capacity.

### **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.

### **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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