

## mobifoneGo Launches in Vietnam Powered by Syntonic Technologies

Highlights:

- Syntonic’s Revenue Generation Platform™ powers new white-labelled content services from MobiFone, one of the leading Vietnamese carriers
- Newly launched service, *mobifoneGo*, offers consumers unlimited access to popular apps for a fixed fee, without impacting their data plan
- First commercial deployment of Syntonic’s Revenue Generation Platform, incorporating Syntonic’s recently acquired mobile commerce technologies
- Activates Syntonic’s revenue share arrangement with reseller partner, TLC

**Seattle, United States – Syntonic Limited (“Syntonic” or “Company”) (SYT.ASX)**, a mobile platform and services provider, is pleased to announce that MobiFone Telecommunications Corporation (“MobiFone”) has launched its new *mobifoneGo* service, built entirely on Syntonic’s Revenue Generation Platform to capture new app-economy revenue streams.

MobiFone is one of the largest mobile networks in Vietnam with more than 30% market share, approximately 50 million subscribers and reported total revenue of approximately USD2 billion in 2017<sup>1</sup>.

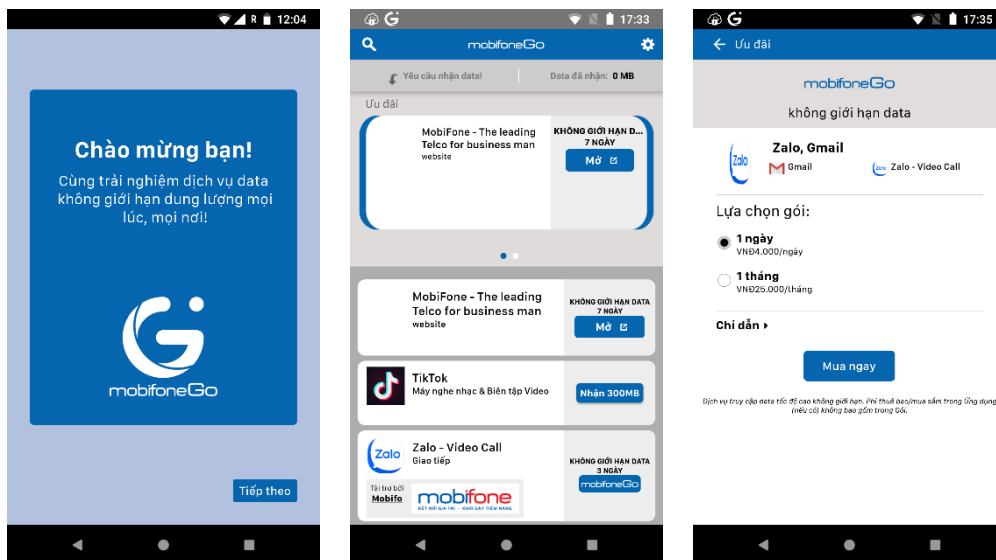


Figure 1 mobifoneGo application user experience

<sup>1</sup> <http://www.mobifone.vn/wps/portal/public/gioi-thieu/gioi-thieu-chung/lich-su-hinh-thanh>

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*mobifoneGo* offers consumers unlimited access to popular apps such as WhatsApp, Gmail, Skype and Spotify for a fixed daily or monthly fee without drawing down on their data plan. The *mobifoneGo* app is now available for download from the Google Play Store and soon on the App Store.

The launch of *mobifoneGo* marks the first deployment of Syntonic's Revenue Generation Platform which offers mobile advertising, content monetisation and mobile commerce services – including integration of the direct-carrier-billing technologies from the Company's recently acquired mobile commerce assets from Zenvia Mobile Servicos Digitais S.A.

Subject to the completion of negotiations and the execution of formal documentation, additional updates to the *mobifoneGo* service will include sponsored data and data reward functionality for brands and advertisers to acquire and engage with mobile customers in a cost-effective manner.

MobiFone has deployed Syntonic's Revenue Generation Platform via the Company's reseller agreement with Thang Long Event Limited ("TLC"). The three-year, non-exclusive agreement generates revenue for Syntonic through professional service fees and a revenue share arrangement for *mobifoneGo* app package sales, commissions received on data package sales, wholesale data sales, affiliate fees, advertising and support fees. Syntonic is responsible for customised product development; Tier 2 and Tier 3 technical support; and integration of the Syntonic Freeway service with MobiFone's billing system. Tier 1 customer support, hosting, marketing, and customer acquisitions costs are the responsibility of TLC.

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

"The launch of *mobifoneGo* is a great endorsement of our end-to-end white-labelled solution and validates our recent mobile commerce technology acquisition. Mobifone will leverage our entire Revenue Generation Platform, including our new direct billing capabilities which make it easy and convenient for customers to purchase *mobifoneGo* app bundles using funds available in their carrier account."

"The launch of *mobifoneGo* represents the second commercialisation of our technologies with a tier-1 carrier in Southeast Asia, demonstrating our growing global commercial footprint with more deployments to follow."

**About MobiFone**

Established in 1993, MobiFone Telecommunications Corporation was the first mobile network operator in Vietnam and currently serves nearly 50 million mobile subscribers. MobiFone Corporation provides a diverse range of services including mobile, data, Internet, IPTV/cable TV, business solutions, infocomm technology (ICT), and investment. In an increasingly connected world, it's no longer just about being able to talk and text.

Further details regarding *mobifoneGo* app can be found at [www.mobifonego.vn](http://www.mobifonego.vn).

**About Syntonic**

Syntonic Ltd (SYT.ASX) is a Seattle-based software company which provides easy-to-deploy mobile services for telecommunication carriers to generate more revenue from mobile data and participate in the app economy. Syntonic has created the world's leading unified mobile revenue platform spanning mobile advertising, content monetisation, mobile commerce, and expense management for enterprise mobility. Syntonic's carrier-grade service has been designed with high availability,



scalability and 100% revenue assurance in mind. The Syntonic platform has been deployed and validated on the world's largest networks.

To learn more about Syntonic, visit [www.syntonic.com](http://www.syntonic.com).

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