

# I SYNERGY GROUP LIMITED

## Q1 2019 – OPERATIONAL UPDATE

ASX Code : IS3

ACN 613 927 361

### CORPORATE STRUCTURE

Issued Capital : 184M

Options Issued: 7.04M

Performance Rights: 600,000

Share price: \$0.23 (31 Mar 2019)

### CORPORATE DIRECTORY

*Non-Executive Chairman*

Itmars Draudins

*Managing Director*

Dato' Teo Chee Hong

*Non-Executive Director*

Morgan Barron

*Company Secretary*

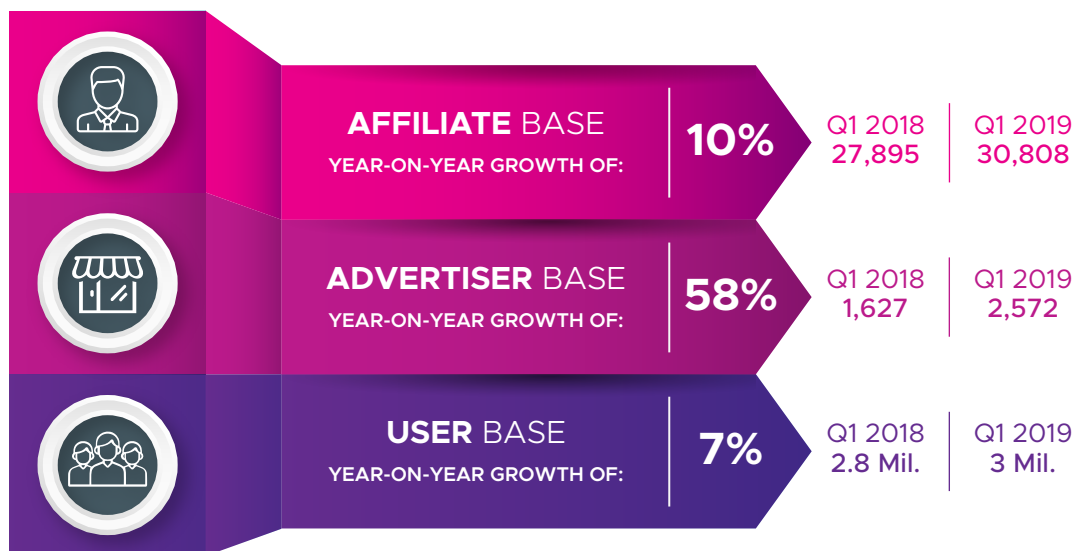
Harry Miller

### ABOUT US

I Synergy Group Limited ("iSYNERGY") is one of the region's leading affiliate marketing network and solutions providers. iSYNERGY connects advertisers with affiliates via its affiliate marketing platform to deliver performance-based affiliate marketing solutions that enhance product/brand awareness and drive business leads. The affiliate marketing platform is called Affiliate Junction (AJ) and it is home to more than 30,000 affiliates and 2,000 advertisers. Under the platform, there is a variety of affiliate programs available which cater to different business segments and markets.

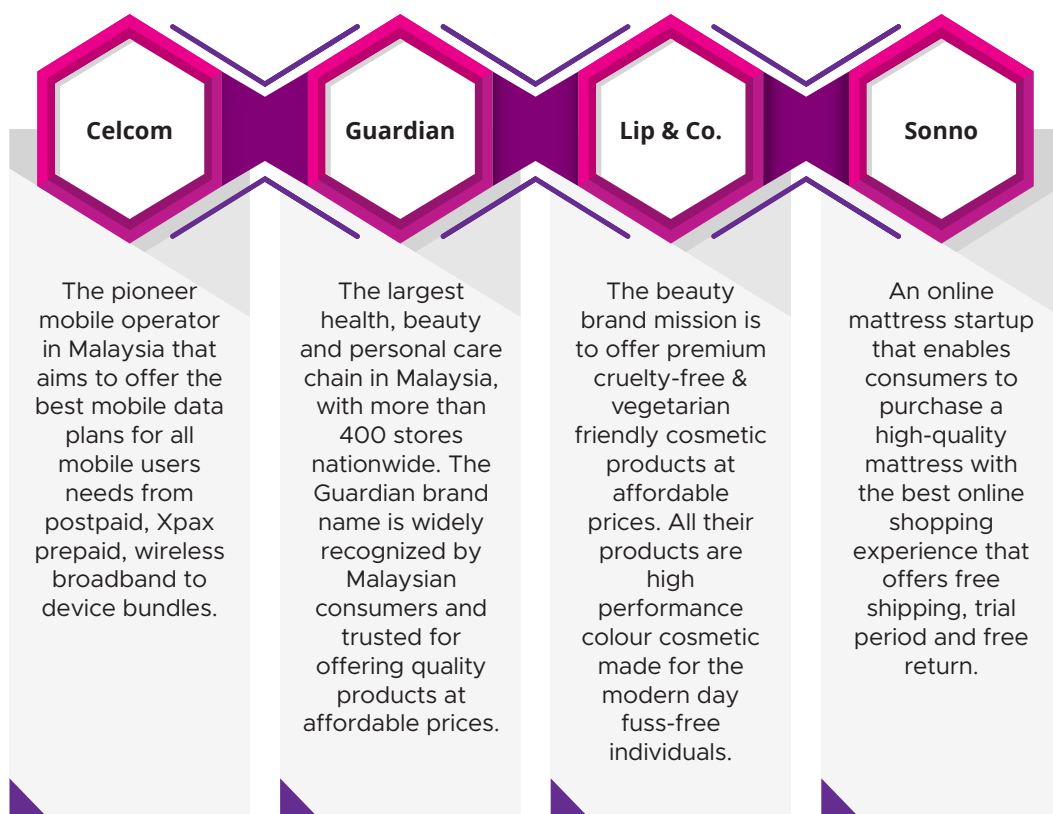
## BUSINESS PERFORMANCE

### KEY METRIC



## AFFILIATE PROGRAMS GROWTH

### NEW KEY ADVERTISERS



# BUSINESS GROWTH

## NEW MOBILE APP FOR MY SMART SHOPPER (MSS)

The new mobile app main objective is to provide the program's members with an excellent user experience through enhanced visuals and an intuitive interface.

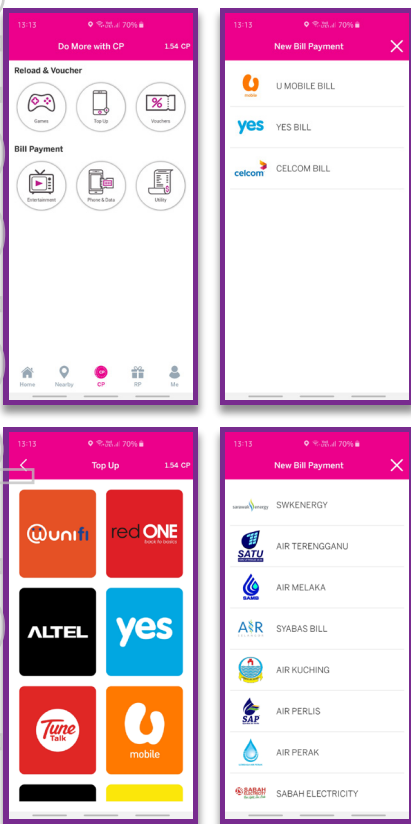
Some of the new features in the app include:

- ▶ Homepage with account summary and promotion section of new advertisers.
- ▶ Direct access to offline advertiser categories and link to the online platform on the homepage.
- ▶ Advertisers' list aided with clearer visual to ease members' navigation.
- ▶ Expansion on the uses of Cash Point via the app.
- ▶ Enhanced Reward Point catalogue interface that is easier to navigate.

The new MSS mobile app is available to download on both the Google Play Store and Apple App Store.



## USES OF CASH POINT EXPANSION



MSS Cash Point is one of the unique points that our members receive when they shop using MY Smart Shopper. With Cash Points, MSS member can redeem products/services from our offline advertisers. 1 Cash Point is equivalent to 1 MYR.

Now Cash Point usage has been expanded where members can use the points to pay their utility bills including water, mobile and satellite TV as well as to redeem entertainment vouchers and mobile services credit reloads.

All these new features of Cash Points are accessible via the MSS mobile app.

The expanded usage of the Cash Points is now driving MSS towards becoming a true shopping lifestyle companion app for Malaysian consumers.

### CONTACT DETAILS

Australian Office  
Ground Floor,  
16 Ord Street,  
West Perth  
WA 6005.

T. +618 9482 0500 F. +618 9482 0505



[www.i-synergygroup.com](http://www.i-synergygroup.com)

Malaysian Office  
Unit 20-10, Tower A,  
The Vertical Business Suite, Avenue 3,  
Bangsar South, No. 8, Jalan Kerinchi,  
59200 Kuala Lumpur, Malaysia.

T. +603 2242 1333 F. +603 2242 1331



[ir@i-synergygroup.com](mailto:ir@i-synergygroup.com)

Indonesian Office  
Kantor Taman E3.3 Unit A2,  
Jl. Dr. Ide Anak Agung Gde Agung Lot 8.6-8.7 / E3.3  
Kawasan Mega Kuningan, Kel Kuningan Timur, Kec.  
Setiabudi, Jakarta Selatan 12950, Indonesia

T. +62 21 5794 2020 F. +62 21 5794 2030