

ASX RELEASE
12 June 2018

iSYNERGY launches new mobile-optimised solution

- **Retail loyalty program enhanced with new mobile-friendly web portal**
- **Designed with both Apple IOS and android capabilities**
- **New merchant options for smoother transaction processing**
- **Advertising campaign will launch the new platform and promote the new platform, web portal and mobile application**

ASX-listed I Synergy Group Limited (“iSYNERGY”; ASX:IS3) is pleased to announce the launch of its new mobile solution for its retail loyalty affiliate program, MyKad Smart Shopper (“MSS”).

The newly launched web portal delivers an advanced user experience that allows faster access and reporting for affiliates, merchants and users.

New features, suitable for both Apple IOS and android devices, include more detailed and timely reports, such as breakdown of rewards earned, and program transaction records.

The solution is optimised to automatically adapt to the screen size of any mobile and desktop device without compromising access to features.

Merchants now have the choice of the new MSS merchant mobile application to record and track program transactions or use an android-based terminal.

A QR code system has also been implemented as an alternative to using the MyKad, Malaysia’s national identity card, to process and verify program transactions via the mobile application or terminal.

The MSS program is operated by Kuala Lumpur-based I Synergy Rewards Sdn Bhd (“ISR”), a division of iSYNERGY.

ISR Chief Executive Officer Carlson Yow said the enhancements were intended to drive further growth of the MSS program.

“The enhancements have been developed to meet an ever-growing market appetite for a more mobile integrated user experience,” he said.

“MSS is now delivering excellent return on investment to our merchants and affiliates, as well as providing great value to our users.

“The launch will be supported with a dedicated advertising campaign that targets the advocate market.”

– END –



ASX: IS3

Indonesian Office
THE EAST Tower Unit 17-03
Jl. Dr. Ide Anak Agung Gde Agung Kav. E3.2 No.1
Kuningan Timur, Setiabudi, Jakarta Selatan 12950, Indonesia.
t. +62 21 2952 7135 f. +62 21 2952 7136

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

I Synergy Group Limited (ACN 613 927 361)
www.i-synergysgroup.com

Australian Office
Ground Floor, 16 Ord Street,
West Perth, WA 6005
t. +618 9482 0500
f. +618 9482 0505

For more information:

Spoke Corporate

Simon Shepherdson
Chief of Staff, Spoke Corporate
simon@spokecorporate.com
(08) 6336 6469
+61 413 809 404

About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“iSYNERGY”) is a leading affiliate marketing network and solutions provider. iSYNERGY connects advertisers with affiliates via its affiliate marketing platform to deliver performance-based solutions that enhance product/brand awareness and drive business leads. The affiliate marketing platform, Affiliate Junction, is home to more than 25,000 affiliates and 1,000 advertisers. Under the platform, there is a variety of affiliate programs available which cater to various industry verticals and markets. To learn more, please visit: www.i-synergysgroup.com

About I Synergy Rewards Sdn Bhd

I Synergy Rewards Sdn Bhd (“ISR”) primary business operations revolve around the offline and online retail affiliate program, MyKad Smart Shopper (“MSS”). Powered by the affiliate marketing platform, Affiliate Junction (“AJ”), the affiliate program provides advertisers in the retail industry a performance-based marketing channel to enhance their brand awareness and generate business leads. A focus area of ISR is on constantly enhancing the program features to provide the best value and user experience for the advertisers and members. ISR is a wholly-owned subsidiary of I Synergy Group Limited.



ASX: IS3

Indonesian Office
THE EAST Tower Unit 17-03
Jl. Dr. Ide Anak Agung Gde Agung Kav. E3.2 No.1
Kuningan Timur, Setiabudi, Jakarta Selatan 12950, Indonesia.
t. +62 21 2952 7135 f. +62 21 2952 7136

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

I Synergy Group Limited (ACN 613 927 361)
www.i-synergysgroup.com

Australian Office
Ground Floor, 16 Ord Street,
West Perth, WA 6005
t. +618 9482 0500
f. +618 9482 0505