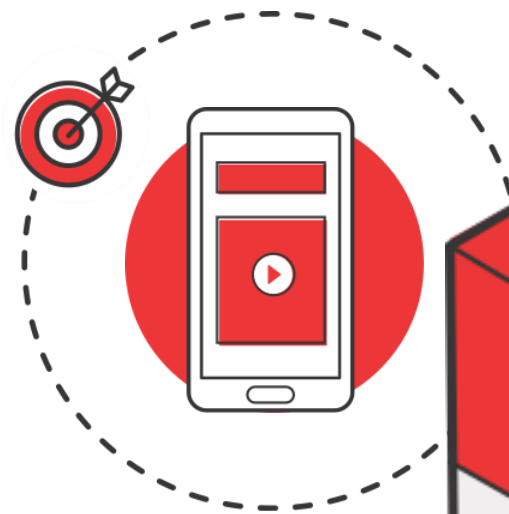


Investor Presentation

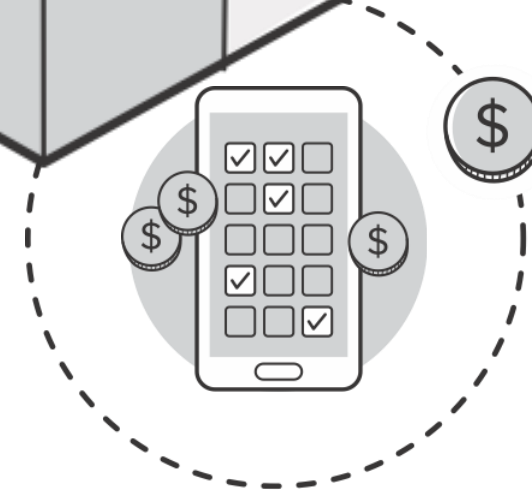
Mobile Advertising



Mobile Commerce



Content Monetisation



Connecting Premium Content with Mobile Consumers

Contact ir@syntonic.com

Syntonic Limited (SYT.ASX)
ABN 69 123 867 765

September 2019

Syntonic

Disclaimer

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Although Syntonic believes that its expectations reflected in the forward-looking statements are reasonable, such statements involve risk and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.

Executive Summary

Business Overview

Syntonic connects premium content owners directly with mobile consumers in underserved markets to capture new revenue streams

- Syntonic's **Revenue Generation Platform™** is a leading cloud-based solution that spans content services, mobile advertising, and mCommerce
- Founded in 2013 and headquartered in Seattle, USA.
- Focus on growing, emerging markets, deployed and validated by major carriers and content providers around the world.
- Acquisition of Zenvia mobile commerce assets and broad corporate focus on content monetisation in FY 2019 led to more than 4X revenue growth with cash flow breakeven targeted for end of FY 2020
- The Company has the opportunity to leverage and accelerate this business success globally in FY 2020 and beyond
- Publicly traded on the Australian Security Exchange since July 2016

Syntonic is uniquely positioned to establish a defensible leadership position that can provide profitable growth for years to come.

Financial Highlights

\$7.1 MILLION
AUD

FY 2019 Unaudited Revenue

4X REVENUE
GROWTH

2018-2019

Syntonic Snapshot

Highly Experienced Board | Management Team



16.3%
shares held

Gary Greenbaum

Managing Director
Co-founder and CEO

formerly



Hutchison Whampoa Limited

realnetworks.



16.3%
shares held

Rahul Agarwal

Executive Director
Co-founder, President & CTO



formerly

realnetworks.



Steve Elfman

Non-Executive Chairman



formerly



Nigel Hennessy

Non-Executive Director

formerly



Mission

Syntonic's Revenue Generation Platform enables mobile carriers and content providers to capture new revenue streams based on **mobile advertising**, **content services**, and **mobile commerce**.

Details

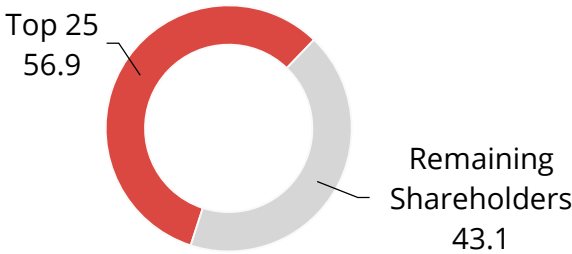
3,396,592,000

Issued ordinary shares
(as of 4 Sept 2019)

AUD \$**6.8** Million

Market capitalisation
(as of 4 Sept 2019)

Shareholder Ownership



Corporate Overview



Operates in 6 countries
with customers spanning
17 time zones

Platform validated by
carriers (Vodacom,
Telefonica, Verizon, etc.)
and content providers
(Abril Group and others)

Founded in 2013; publicly
traded on the Australian
Securities Exchange since
2016 (ASX.SYT)

Brazil's market leader in
mobile content services

Leadership team with
20+ years executive
experience in digital
media and mobile
telecom



Syntonic local presence

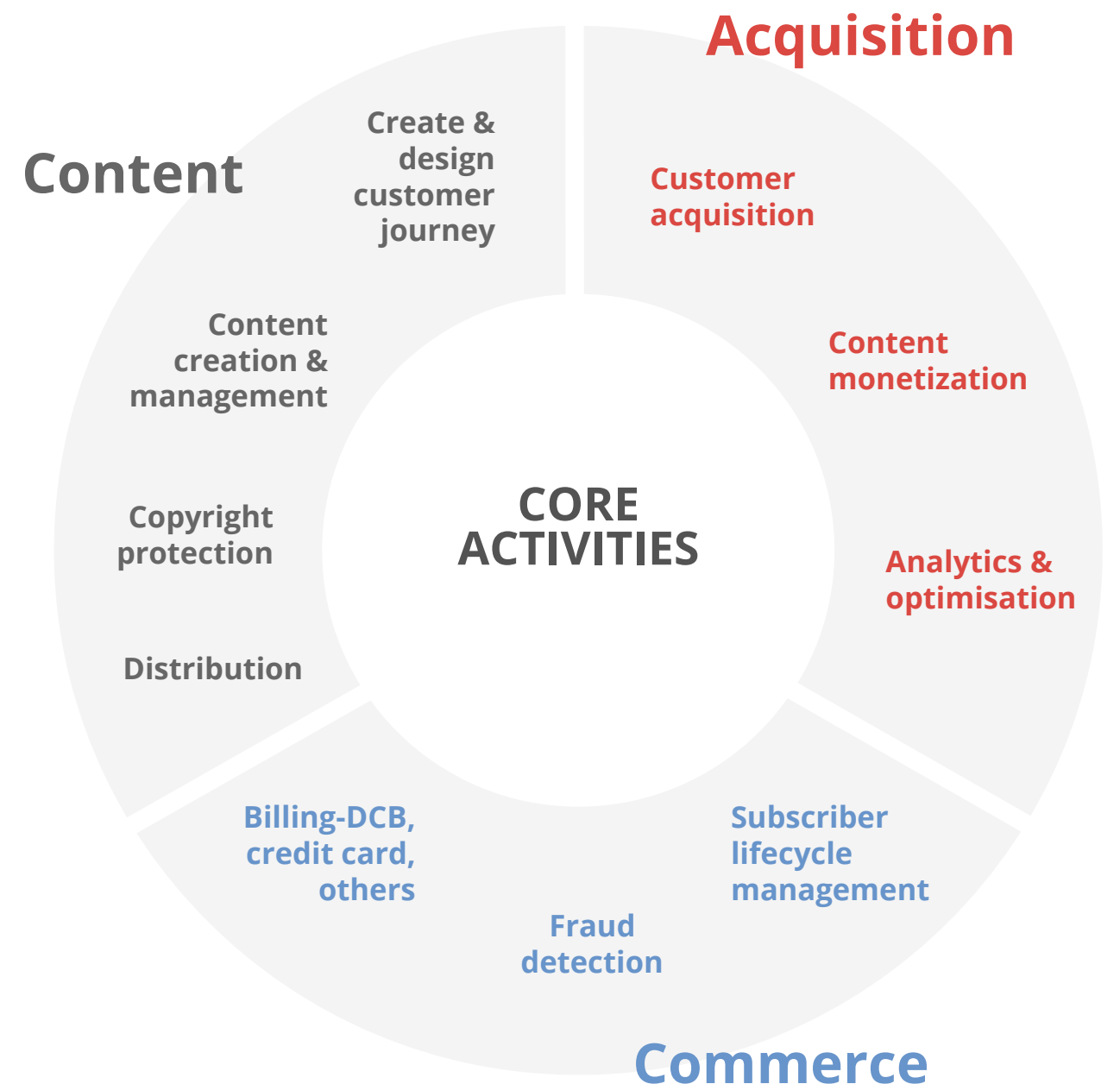
Premium Content Disconnect

Premium content owners know how to create valued content and collect royalty payments, but in underserved markets:

- are challenged to integrate, coordinate and execute all the necessary activities to launch content;
- lack expertise in technology, mobile payment, marketing, distribution; and
- lack local knowledge, expertise and resources to capture new revenue opportunities.

As a result, branded premium content is often not made available to mobile audiences in underserved markets.

These markets represent over one billion smartphone consumers in Latin America, Southeast Asia, India, Africa and the Middle East. [source: eMarketer 2019]



Syntonic Solution: Revenue Generation Platform™ (RGP)

Syntonic's RGP provides a full-service E2E content monetization solution

Content Services

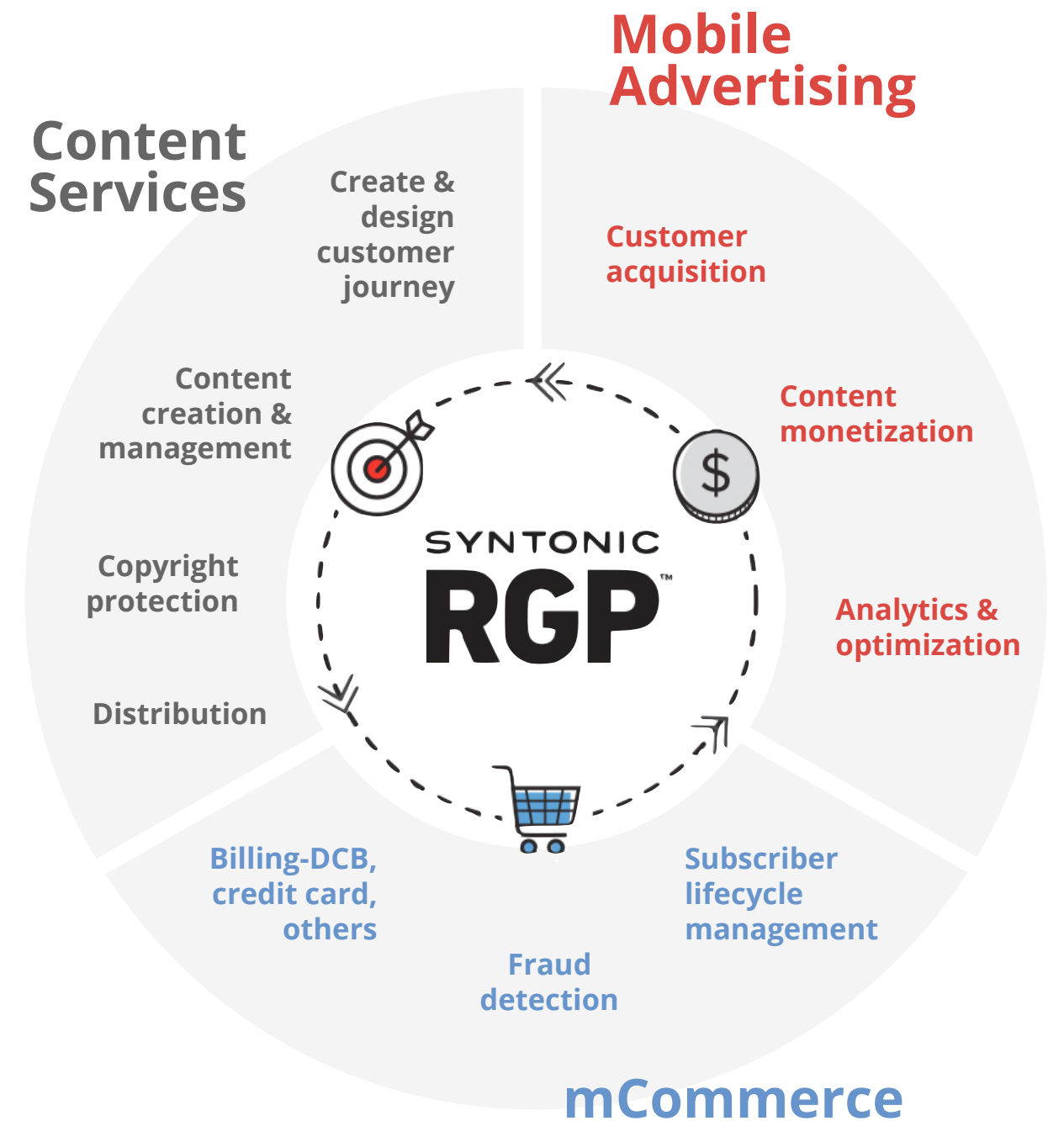
Syntonic sources and provisions content and distribution rights

Mobile Advertising

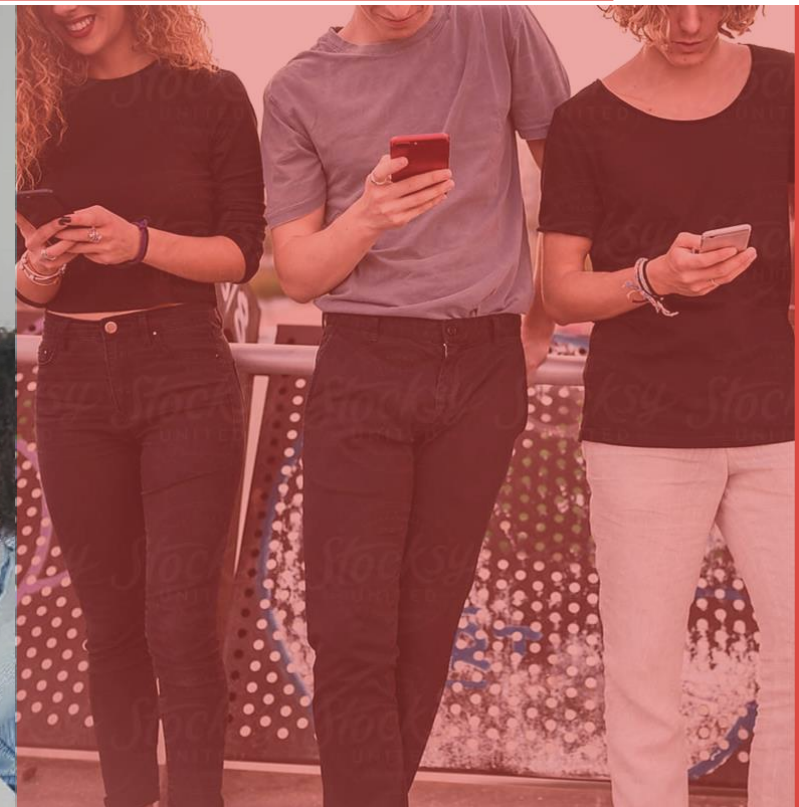
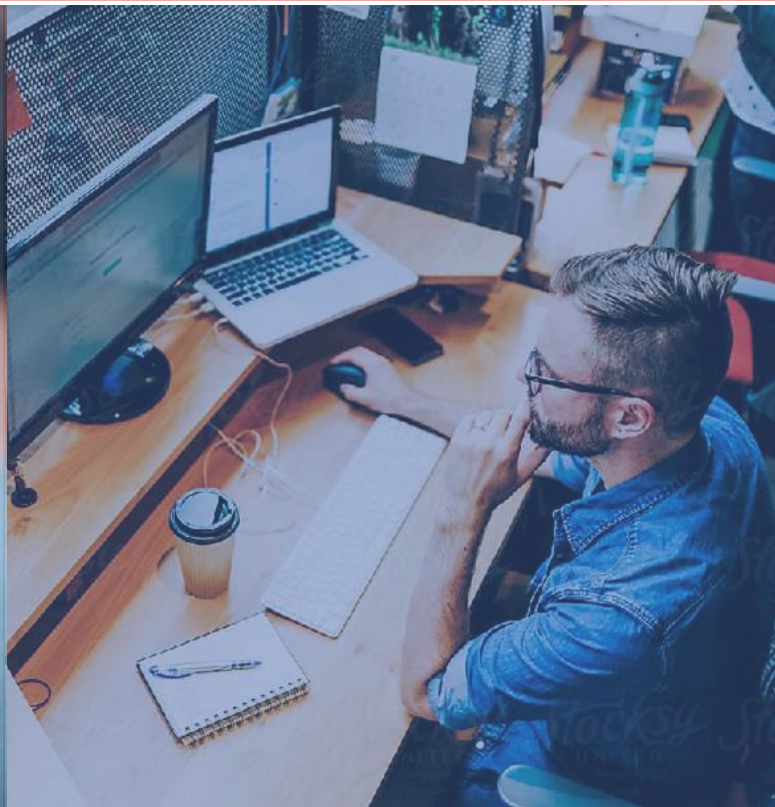
Syntonic acquires customers via mobile advertising and generates ad revenue from content

mCommerce

Syntonic handles billing and payment settlement with tools and management for the entire customer lifecycle. Configurable for local requirements.



Target Content Partnerships



What

Premium branded content

Why

Lower customer acquisition cost

Global appeal

Higher margins through sell-through

How

Carrier content bundles

Direct-to-consumer

Large Market Opportunity

RGP™ Market Opportunity

USD Billions

DCB mobile commerce & advertising in targeted markets

Source: Fortumo, eMarketer 2019

TODAY	2022
15.7	35.2



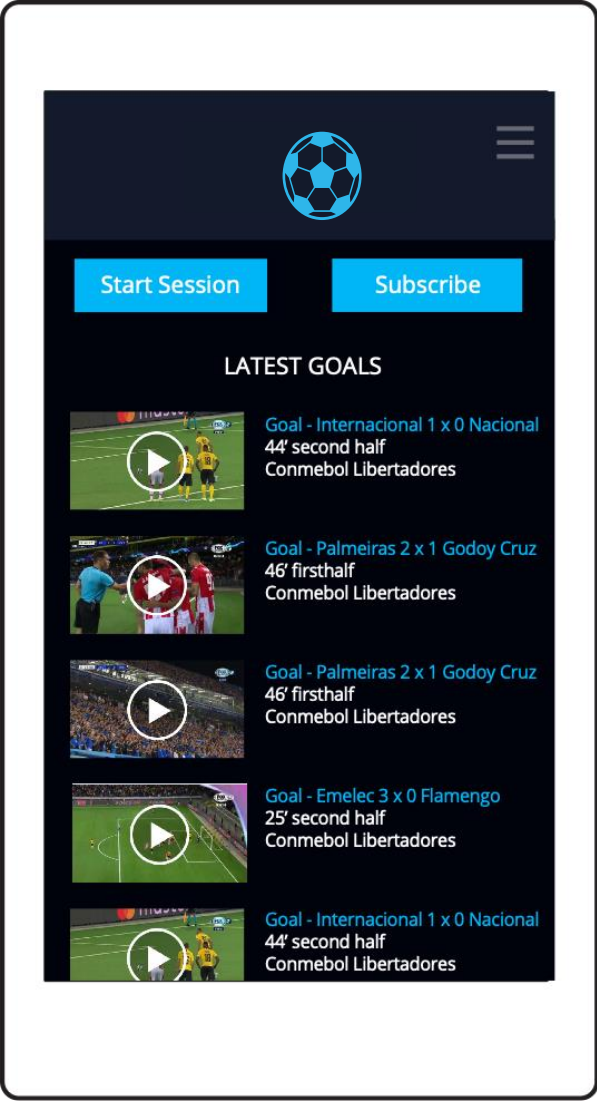
SYT Growth Strategy

Focus on underserved content markets in Latin America, Africa, Middle East and Southeast Asia

Scale across markets through

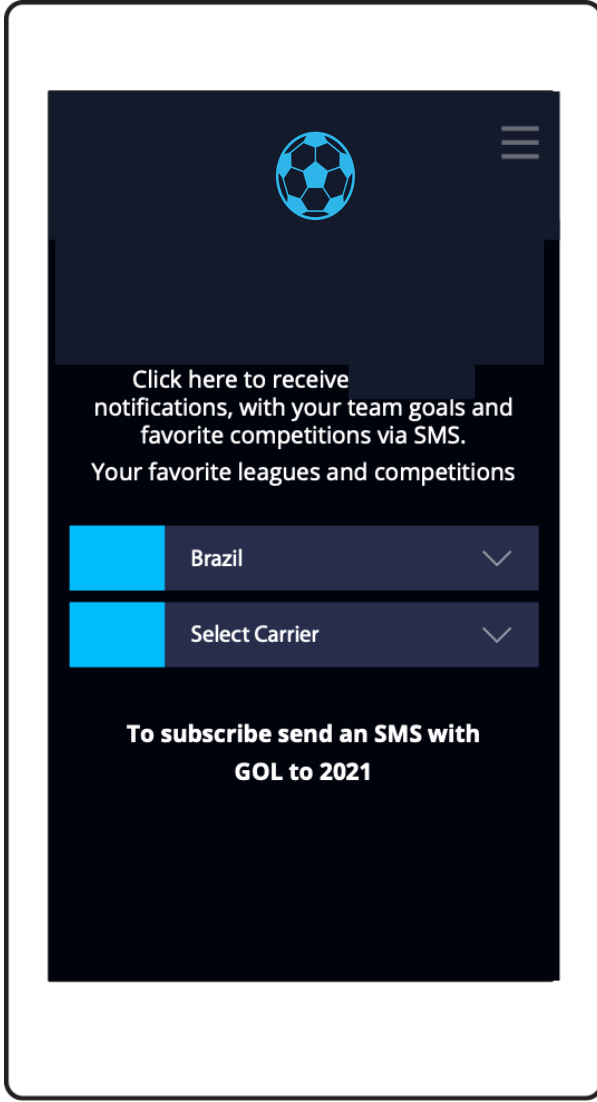
- Content **partnerships**
- Highly leveraged **global SaaS** platform

Consumer Journey



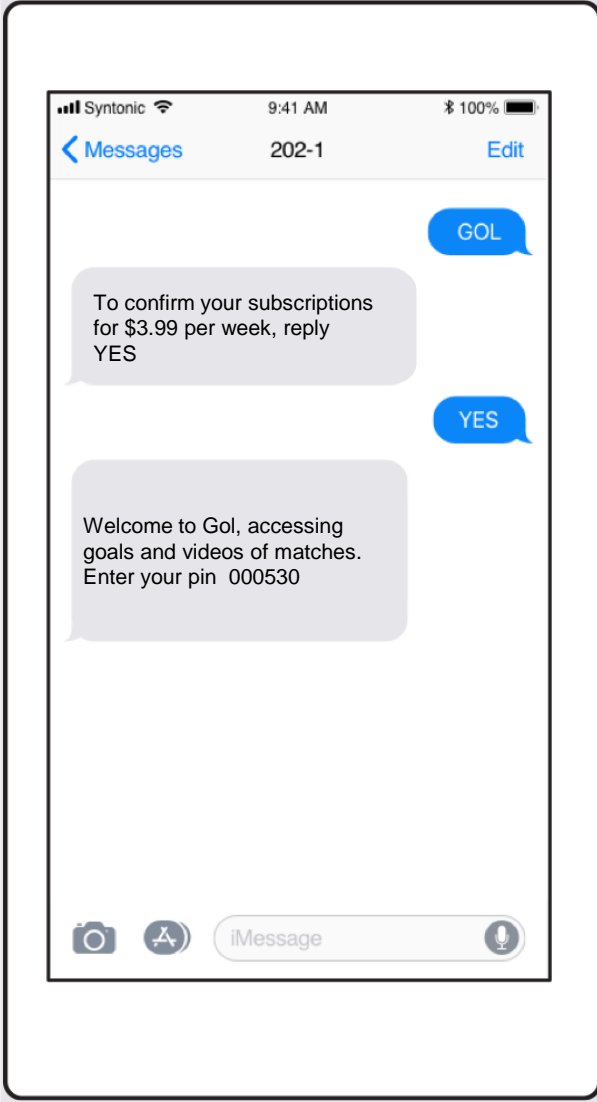
1

Tap 'Subscribe' on Web site



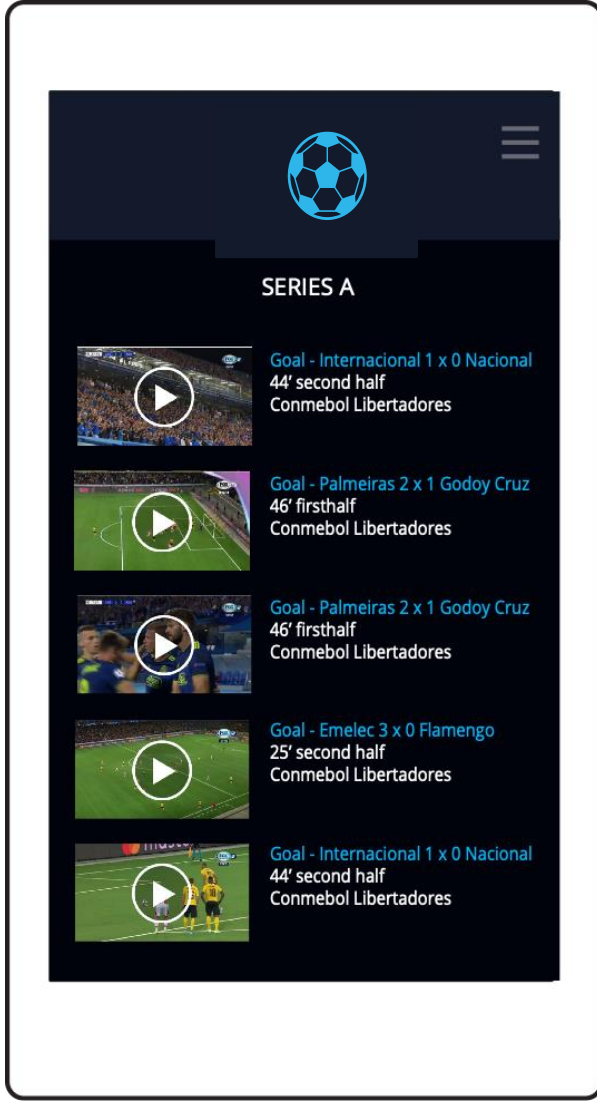
2

Choose location and mobile carrier



3

Text and confirm subscription



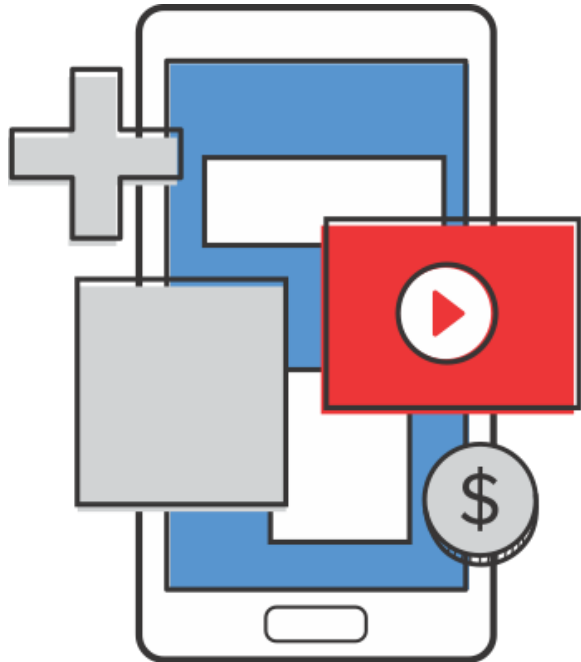
4

Click email link, sign in, and enjoy!

Content Provider Model



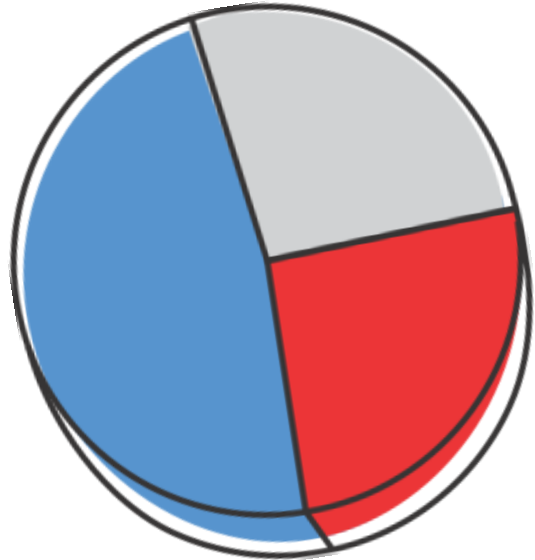
Sports Content Aggregator



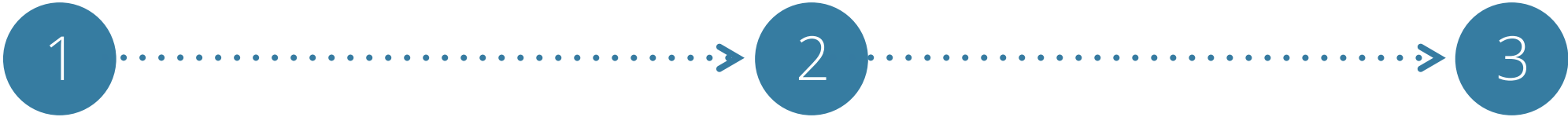
Syntonic and partner work together on productising content



Syntonic promotes content products and acquires customers

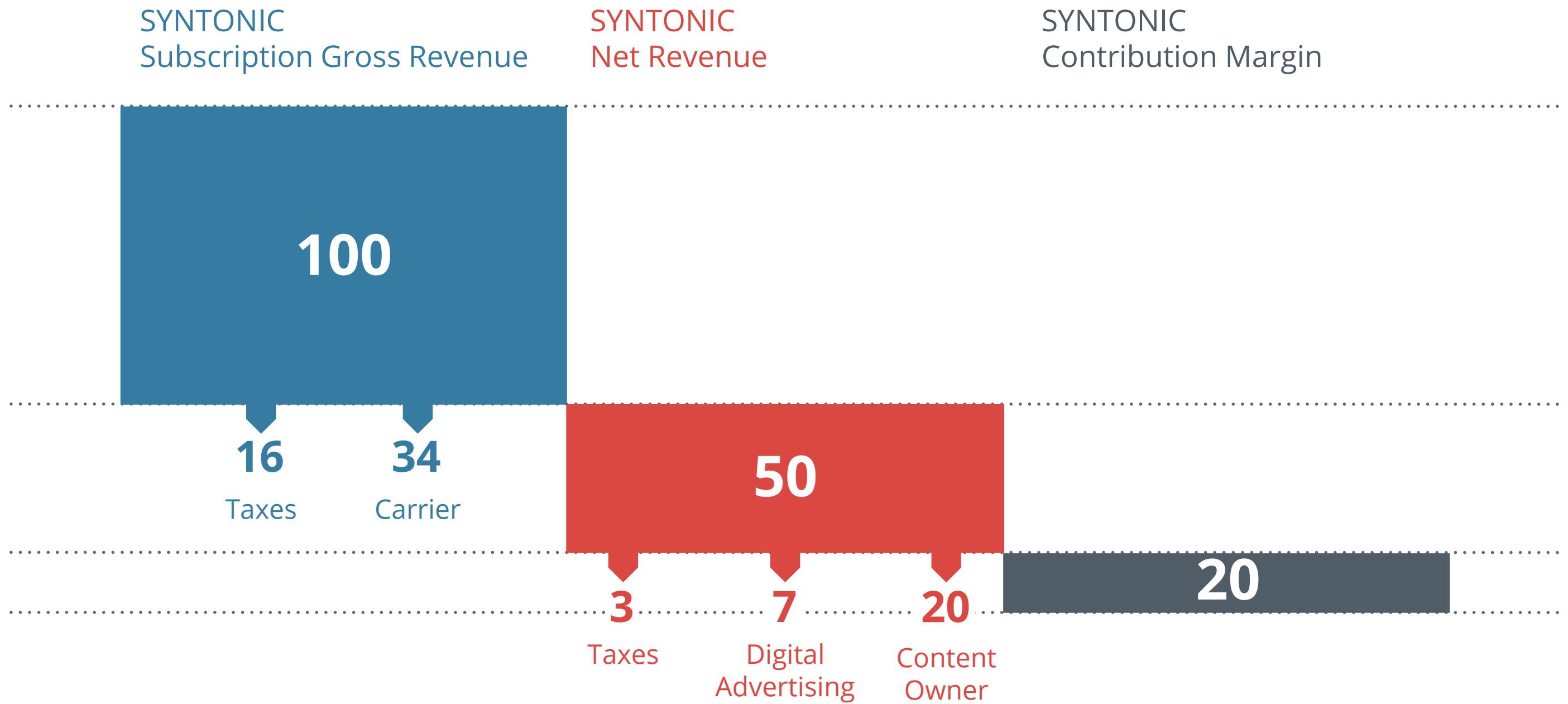


Revenue split amongst content partner, carrier, and Syntonic



Revenue Model

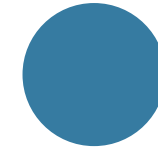
Revenue model will vary based on carrier, content provider, and local tax laws



Key Success Factors

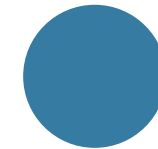
Simple Customer Experience

- Complete end-to-end platform from acquisition through retention for content owners
- Easy, seamless transaction experience for customers



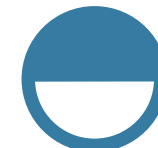
Time to market

- Premium content launch in days with **RGP™**
- Early mover advantage in underserved markets



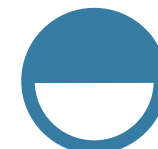
Content Partnerships

- Cost efficiency and broad scale for content owners
- Aligned incentives



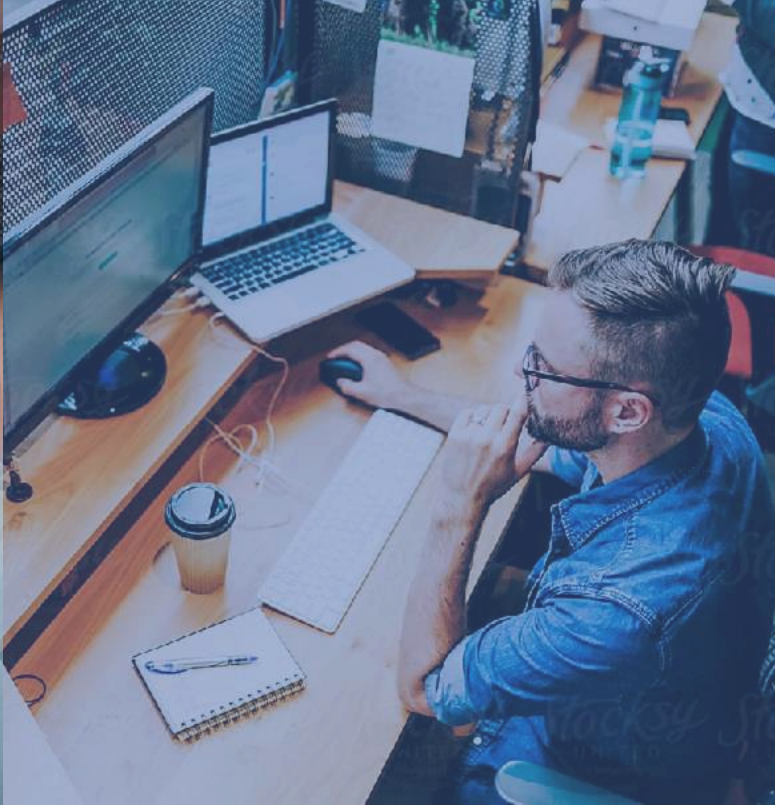
Scale

- Breadth of content and territories
- Efficient customer acquisition
- Higher margins from content partnerships



Competitive Landscape

Company	Mobile Commerce	Mobile Ads	Content Services	Competitive Advantage
Syntonic	✓	✓	✓	<ul style="list-style-type: none"> • Brazil, Africa, SE Asia Middle East • Leader in Brazil (9th largest economy) • Most complete platform
Bango	✓			
Boku	✓			
Fortumo	✓			
DIMOCO	✓			
Digital Virgo	✓	✓	✓	<ul style="list-style-type: none"> • 48 countries / 26 offices • Focused on non-premium content
PM Connect	✓	✓	✓	<ul style="list-style-type: none"> • Africa, Europe and Middle East with ^L_{SEP} lighthouse content from NBA and WWE
Wavey - VAS	✓	✓	✓	<ul style="list-style-type: none"> • Focus in Latin America with strong anchor ^L_{SEP} partnerships such as Disney and Marvel



Section 3

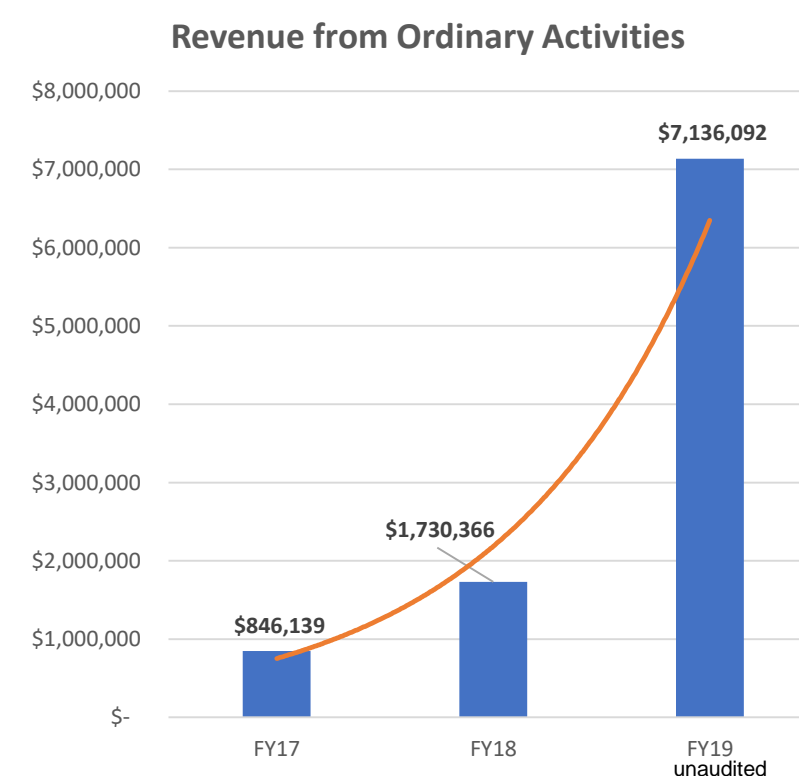
Company Financials

Financials AUD\$

	<u>Audited</u> FY 2018	<u>Unaudited</u> FY 2019
Continuing Operations		
Revenue from ordinary operations	\$ 1,730,366	\$ 7,136,092
Other income	38,158	46,242
Revenue	1,768,524	7,182,334
Cost of sales	(679,751)	(4,876,257)
Marketing expenses	(691,721)	(1,981,687)
Research and development expenses	(1,452,648)	(1,510,068)
Staff expenses	(2,223,206)	(2,552,147)
Other operating expenses	(1,665,644)	(2,888,103)
Share based payment expense	(523,813)	(746,913)
Amortization	-	(234,441)
Depreciation	-	(1,927)
Finance Cost	-	(365,915)
Discount unwind of contingent consideration	-	(134,932)
Change in fair value of embedded derivative liabilities	-	544,548
Gain/Loss on disposal of available for sale inves	81,418	-
Gain/loss on currency exchange	-	(39,047)
Loss before income tax	(5,386,841)	(7,604,555)
Income tax expense	-	-
Net Income (Loss)	\$ (5,386,841)	\$ (7,604,555)

Notes

1. FY 2019 accelerated revenue growth (up 306%) mainly due to addition of content transactions in SYT business
2. Growth in FY 2019 Cost of Sales was due to revenue sharing payments to content owners, mobile carriers, and ad agencies
3. New Syntonic Brazil subsidiary and acquisition costs were additional expenses introduced in FY 2019.



Outlook FY20 and beyond

- Strong year of growth in FY19 with record revenue and solid cash receipts, driven by mobile commerce business in Brazil and new deployments
- Strategy to build customer base of content providers and sell premium content direct to consumers using its carrier integrated RGP
- Plan to replicate mobile commerce business success in other similar geographic markets where Syntonic has an established presence
- Continued growth expected in revenues, margins, cash receipts in FY20 and beyond

For Further Information

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