

2 June 2021

ASX RELEASE | I Synergy Group Limited (ASX:IS3)

IS3'S SUBSIDIARY, I SYNERGY INTERNATIONAL (M) SDN BHD, ENTERS INTO BINDING AGREEMENT TO SELL ITS MSS RETAILS LOYALTY PROGRAM BUSINESS

I Synergy International (M) Sdn Bhd ("ISI"), a subsidiary of I Synergy Group Limited (ASX: IS3) ("I Synergy" or "the Company") has formally entered into a Binding Agreement ("Agreement") to dispose of its MSS Retail Loyalty Program Business ("MSS Loyalty Program") to Omni Street Sdn Bhd ("Omni").

The sale of the MSS Loyalty Program will better enable the Company to streamline its core business and ensure the focus is primarily on affiliate marketing.

The key details of the Agreement are as follows:

- The consideration to be paid by Omni for the acquisition of the Company's MSS Loyalty Program Business is a total of RM 90,000 (AUD equivalent: \$28,163) and is comprised of the following:
 - RM 10,000 (AUD equivalent: \$3,129) to be paid within 10 business days of the signing of the Agreement; and
 - RM 80,000 (AUD equivalent: \$25,034) to be paid on Settlement.
- Settlement of the Agreement is conditional upon the Company obtaining all necessary shareholder and regulatory approvals. The Company confirms that Listing Rules 11.1.2 and 11.2 do not apply to this Agreement.

This announcement was authorised for release by the I Synergy board of directors.

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About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited ("iSYNERGY") is a leading affiliate marketing network and solutions provider. I Synergy 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 30,000 affiliates and 2,500 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-synergygroup.com.



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