

22 March 2022

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

I Synergy Group Establishes Research and Development Labs

I Synergy Group Limited (**I Synergy** or **the Company**) (ASX:IS3) is pleased to announce the incorporation of a new wholly owned subsidiary named Distributed Ledger Technologies Pty Ltd, for the purposes of software development and patents applications that form part of the existing business. An integral element is the establishment of a Research & Development (R&D) Panel for new and emerging technologies and the appointment of Ponnice Clark as Head of the Panel. Ponnice Clark is currently a Senior Research Fellow (in the Computer Sciences Department at The University of Western Australia). Her role on the Panel will include work on research, providing a sounding board for development analysis and working on government grants applications for the existing and developing areas of the I Synergy business.

Commenting on the announcement, Chief Technical Officer, Kevin Coutinho said: “The focus at IS3 has always been to facilitate the engagement between customers and merchants. With an evolving technology landscape, the need to align arises and that is why we have setup an in-house R&D Lab to demonstrate our technological prowess and adapt to the changing needs of the market.”

Ponnice Clark commented: “I am very excited to be involved with I Synergy. The focus will be on conducting state-of-the-art research on application-level patents, seeking grants where applicable and leveraging Artificial Intelligence (AI) to further the development of the affiliate marketing business of I Synergy. AI-powered affiliate marketing can provide businesses and their affiliates with valuable insights, leading to growth opportunities.”

Managing Director Mr. Dato Lawrence Teo Chee Hong commented: “We are very excited to bring Ponnice Clark onboard to advise and give us insights into her research areas which will help the Company bring focus to its applications and provide growth opportunities.”

This ASX announcement has been approved for release by the board of the Company.

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About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“I Synergy”) 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, VTRAK (formerly known as Affiliate Junction), is home to more than 40,000 affiliates and 5,000 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-synergygroup.com.

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