

27 October 2022

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

I Synergy Group launches new wyde platform to automate influencer marketing and integration with Shopify

- New Application suite submitted to App Stores for review and backend SaaS platform completed that uses AI to automate influencer marketing for eCommerce stores.
- wyde users will be provided with an NFT card once active on the wyde network which will store digital information and identity, including reward and loyalty points.
- wyde App will leverage existing Company user base and integrate existing and new users, merchants and influencers into a single platform.
- Merchants can seamlessly integrate with the wyde platform in minutes and leverage the Company's existing and new influencers and users.
- wyde forms a piece of an operating model which will increase efficiency and reduce operational expenditure while scaling the Company and its platforms. wyde will require subscription fees per month and variable fees and details of these fees will be released to market when finalized upon launch.

I Synergy Group Limited (**I Synergy** or **the Company**) (ASX: IS3) is pleased to announce the launch of its new SaaS product, wyde.

The suite of wyde Apps have been submitted to both the Apple App Store (IOS) and the Google Play Store (Android). The wyde website will be online at www.wyde.com.au.

The Company notes that while each of the App Stores have their own separate review processes the Company currently estimates that the wyde application suite will be available to users in early November 2022 in Australia, Malaysia and Indonesia initially with markets to follow. The Company will update the market further once official approval has been received from the App Stores and the Apps become publicly available

About wyde

wyde is a global automated and blockchain-based marketplace which advertisers and merchants that can seamlessly integrate into their eCommerce stores. The marketplace incorporates seamless merchant registration, swift and simple transactions, automated influencer marketing and rewards points all within a single unified system. wyde can be easily integrated into existing Shopify storefronts and is product and industry agnostic. wyde is open to multiple industries and market sectors.

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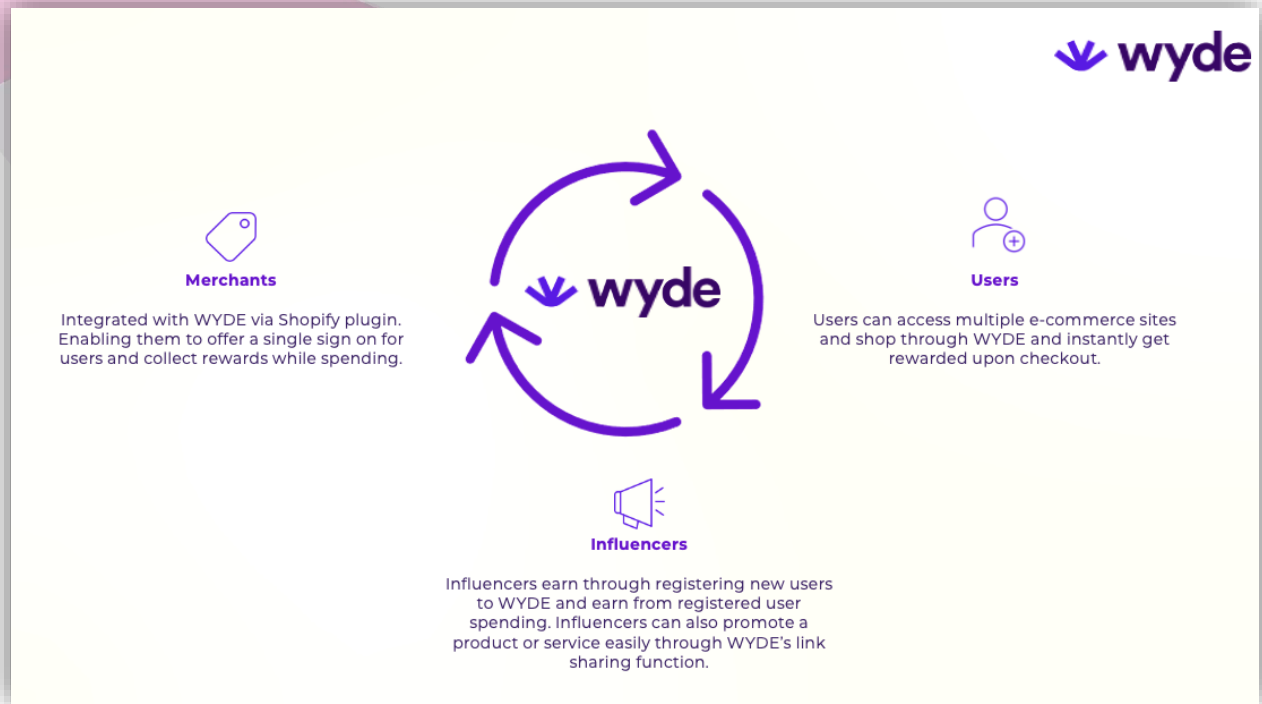


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wyde seeks to become a one-stop interface for eCommerce management and aims to drive revenue for advertisers and merchants while assisting and supporting them with customer and client retention.



Detailed information, including operating revenue model, fees for using the platform and images of wyde will be announced to ASX once the Apps have received approval and are ready for public launch. However, as a summary, once launched, wyde will provide the following features:

Features for advertisers and merchants

- Advertisers with online stores can integrate into the Company's existing influencer network to increase their online presence and customer base within minutes.
- wyde reward points are credited on checkout which will assist with customer retention and engagement. Reward points will be usable across all wyde merchants.
- wyde provides the ability to upsell in real time based upon the AI recommendation engine.
- wyde provides real-time insights, tracking and analytics reporting across a business's product suite.

Features for Customers/Consumers

- Customers can register with a single and simple sign on that can be used across all wyde ecosystem participants, removing the need to remember multiple logins for eCommerce websites. User identity management is built on blockchain technology.

- Customers may receive wyde reward points on checkout and use them across the wyde network.
- Customers establish a single digital identity which will be used across the wyde network.

Features for Influencers

- Influencers can register and promote products throughout their networks (including external to wyde) earning commissions on completed sales. wyde Influencers will be able to conduct promotional activities on the go with the wyde App.
- The ability for influencers to become super influencers via a tiering system, earning larger rewards including enabling them to receive a percentage of rewards on referrals and influencer sales.
- Real-time tracking and reporting on transactions and user/consumer engagement. Including a recommendation system based on big data analysis and an AI recommendation engine.

Users can register with wyde to obtain access to an exclusive unique digital wallet to receive rewards and join the waitlist to get access to limited NFT's (digital assets registered on blockchain). Merchants and users will be able to offer exclusive products and discounts to NFT holders throughout the wyde ecosystem.

The wyde platform uses open-source technology to build robust, secure, permissioned and scalable transaction systems.

Commenting on the announcement, Executive Director, Mr Kevin Coutinho said:

“wyde has the ability to seamlessly bring the database that the Company currently holds into the digital world. The launch is initially planned to be in Australia, South-East Asia and shortly after, other parts of the world, and we are aiming to onboard certain businesses who have an existing active network of merchants and users with exclusive products to bring onto the wyde platform.”

wyde won't change the way people do things but will change the way people engage and rely on their transaction systems and help digitalise the experience. The creation of a single identification system for the user is built in, as is the ability to redeem rewards across the wyde platform. wyde will pave the way for the Company to lead the Web 3.0 space.”

Weblink: www.wyde.com.au

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 influencer and blockchain marketing network and solutions provider with a network of million users, influencers and merchants. I Synergy is empowering the modern marketplace through technology and improving the way people do business. We are connecting the community globally, with an offering of different innovative platforms, and services in the nascent technology space to develop software and create better opportunities for businesses.

To learn more please visit www.i-synergysgroup.com.

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