

16 November 2022

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

## wyde platform now live on the App Store

- wyde App suite now approved and live on the App Stores.
- wyde focusing on IS3 database digitising strategy, allowing wyde App to leverage existing Company user base and integrate existing and new users, merchants and influencers.
- wyde is quick and easy to sign up with and can integrate with existing eCommerce stores.
- wyde will leverage customer accounts in the payments market space as part of the wyde product suite.

I Synergy Group Limited (**I Synergy** or **the Company**) (ASX: IS3) refers to the previous announcement on 27 October 2022 for the launch of its new SaaS product wyde, and the submission of the wyde Apps on the App Stores and is pleased to announce the wyde Apps are now live on the Google Play Store (Android) and Apple App Store (IOS), and publicly available for download and use.

wyde is currently working on the database digitising strategy of integrating I Synergy's existing user base allowing wyde to leverage off this existing database. wyde is aiming to onboard new users, merchants and influencers and grow its operations over time. The Company is of the view that the eCommerce space and influencer marketing is a growing sector, and that e-Wallet payments will continue to gain popularity across all markets and industries.

wyde's mission is to be a one-stop solution for all eCommerce needs.

### Unique proposition of wyde in the market

- wyde is the only influencer marketing platform with an App built on blockchain technology that seamlessly automates the interaction between advertisers and influencers.
- There is currently limited direct competition in the influencer marketing industry and the Company is positioning wyde to be a leader in this space. The global influencer marketing industry is a vibrant and expanding sector within the digital economy.
- In addition to influencer marketing, the value add of a universal blockchain-based loyalty program helps the platform to reduce the customer retention cost for businesses.
- The Company believes that online advertisers are reducing focus and spend on Facebook and Google Ads in favour of direct and performance-based marketing initiatives and the wyde platform is well positioned as a tool to facilitate this trend.

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## Launch plan

The wyde platform is now available in Malaysia and Indonesia, and the Company is proceeding with digitising and onboarding its current database of users.

The Company is planning to launch the full wyde product in Australia in March 2023.

The launch of the payment gateway facility for online merchants is planned for June 2023 and is currently under development by the Company.

As at the date of this announcement, users in Malaysia and Indonesia 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. These will notify users when exclusive products and discounts are able to be offered to NFT holders on the wyde ecosystem. The NFT holders can build data held in their NFTs by continuing to collect points and provide value to the wyde platform, leading to an upgrade in their status on wyde.

## wyde revenue model and details

wyde will seek to build its revenue by monthly advertiser subscription pricing for advertising on the wyde platform, and a model & commissions structure whereby wyde will earn the remainder of the transaction fees after influencers have received their commissions. wyde is focused on user acquisition, revenue and growth.

wyde charges a monthly subscription fee to advertisers who register with wyde, which includes a fixed and variable fee that is dependent on the type of subscription they choose depending on which is most suitable for their business. The variable fee is the fee wyde charges as a percentage of the total order value and is based on the advertiser's categories for their products. The fixed fee is per transaction and not dependant on the category.

Payment can be deducted monthly from the advertiser.

The advertiser fee structure is below;

Advertiser Fee Structure		Basic	Standard	Professional
	Subscription Fee (Monthly) after 14 days free trial	RM50 (\$16AUD)	RM150 (\$48AUD)	RM350 (\$112AUD)
	Fixed Fee (Per Transaction)	RM0.30	RM0.20	RM0.10
	Variable Fee (Per Transaction)	10%	9%	8%

Users can sign up as a wyde influencer to earn income with wyde by referring products and services through wyde. A normal influencer is only able to onboard advertisers and customers, whereas a Super Influencer can onboard influencers as well. Super Influencers are able to obtain increased reward rates that are not provided to a normal Influencer. Super Influencers can increase their income potential by building their team of influencers and creating an online influencer business within the wyde ecosystem. To level up and become a Super Influencer an influencer needs to earn a cumulative RM10,000 (\$3,258AUD) in total on the wyde platform.

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wyde pays out influencers in the currency of operation (eg. Malaysian Ringgit) into their wallet, while rewarding users who purchase on the platform with wyde points.

The fees below are a percentage of the variable fee. (Example; 20% of the transaction value that wyde receives in the form of commissions from the advertiser).

	Term	Description	Revenue from	wyde points	% of transaction value	\$ Super Influencer bonus
<b>USER</b>	User Purchase	User earns wyde points for every purchase	Transaction	20%	-	-
<b>INFLUENCER</b>	User Activation	Register User then earn from every transaction	Transaction	-	15%	5%
	User Transaction	Share Link - User clicks & purchases	Transaction	-	15%	5%
	Advertiser Transaction	Register Advertiser then earns from every transaction	Transaction	-	15%	5%
	Advertiser Activation	wyde Advertiser package	Subscription	-	30%	10%

The order value is broken down by a variable fee and a fixed fee and the remainder is what the advertiser earns. The entire fixed fee is revenue to wyde, and the variable fee is distributed to influencers (in the form of reward points) with the remainder being distributed to wyde as revenue. The variable fee and fixed fee depend on which plan the advertiser has chosen. wyde rewards points are issued to users on each successful transaction on the platform, to attract and retain customers and drive sales for advertisers. The rewards points are useable across all advertisers on the platform.

With the launch of the new wyde App, which is an integration of VTRAK (affiliate marketing platform) and Rewalty (blockchain-based loyalty program) IS3 will be able to reduce the cost of maintaining both previous platforms, and facilitate transactions across its services in a seamless manner meaning that advertiser and user acquisition cost is reduced and potentially customer lifetime value increases.

Commenting on the announcement, Managing Director and CEO, Mr Kevin Coutinho said, "The launch of wyde and the digitisation of the existing Company user database allows the Company to establish strong fundamentals and map out a pathway to revenue. We want the Company to become a leader in the Web 3 eCommerce industry."

For more information on wyde, the website is online at: [www.wyde.com.au](http://www.wyde.com.au)

This ASX Announcement has been approved for release by the Board of the Company.

Customer App Link: <https://bit.ly/wydecustomerapp>

Influencer App link: <https://bit.ly/wydeinfluencerapp>

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\*Malaysian Ringgit to AUD is approximate calculated by reference to the rate as at 14 November 2022.

This announcement is 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](http://www.i-synergysgroup.com).

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