



# Investor Presentation

Gary Greenbaum, CEO

Rahul Agarwal, CTO

February 2016

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# The Syntonic Executive Team



**Gary S. Greenbaum, Ph.D.**  
Co-Founder, CEO

15 years of mobile leadership at Microsoft, Hutchison Whampoa, and RealNetworks

Developed RealVideo, the first global streaming video codec

8 granted patents

Doctorate in High Energy Particle Physics from University of California



**Rahul Agarwal**  
Co-Founder, CTO

A recognized expert in architecting and developing large-scale mobile client-server solutions

Founder of Adroit Business Solutions, media solution enabler to the Fortune 100

Master of Computer Science graduate with multiple granted and pending patents.



**Ben Rotholtz**  
VP Marketing

Marketing team leader with more than 20 years of experience in consumer and enterprise software

Launched and sustained over 100 commercial products and services

Former VP Marketing, PopCap

Leadership roles at Electronic Arts, Rhapsody, Adobe and RealNetworks

# Syntonic Advisory Board



**Steve Elfman**  
Former President at Sprint



**Rudy Gadre**  
Former VP & General Counsel  
at Facebook



**Bill Richter**  
Former President at  
EMC/Isilon Storage Division



## Current Investors

**Owen Van Natta**  
Former COO at Facebook

**Rudy Gadre**  
Former VP & General Counsel at  
Facebook

**Sujal Patel**  
Former President at EMC (acquired by  
DELL)

**Current and former executives from  
Compal Electronics**

# Why invest now?



**First mover advantage:**  
commercially deployed and revenue generating



**Market Size = 6.1B smartphone users by 2020**  
(Ericsson Mobility Report)

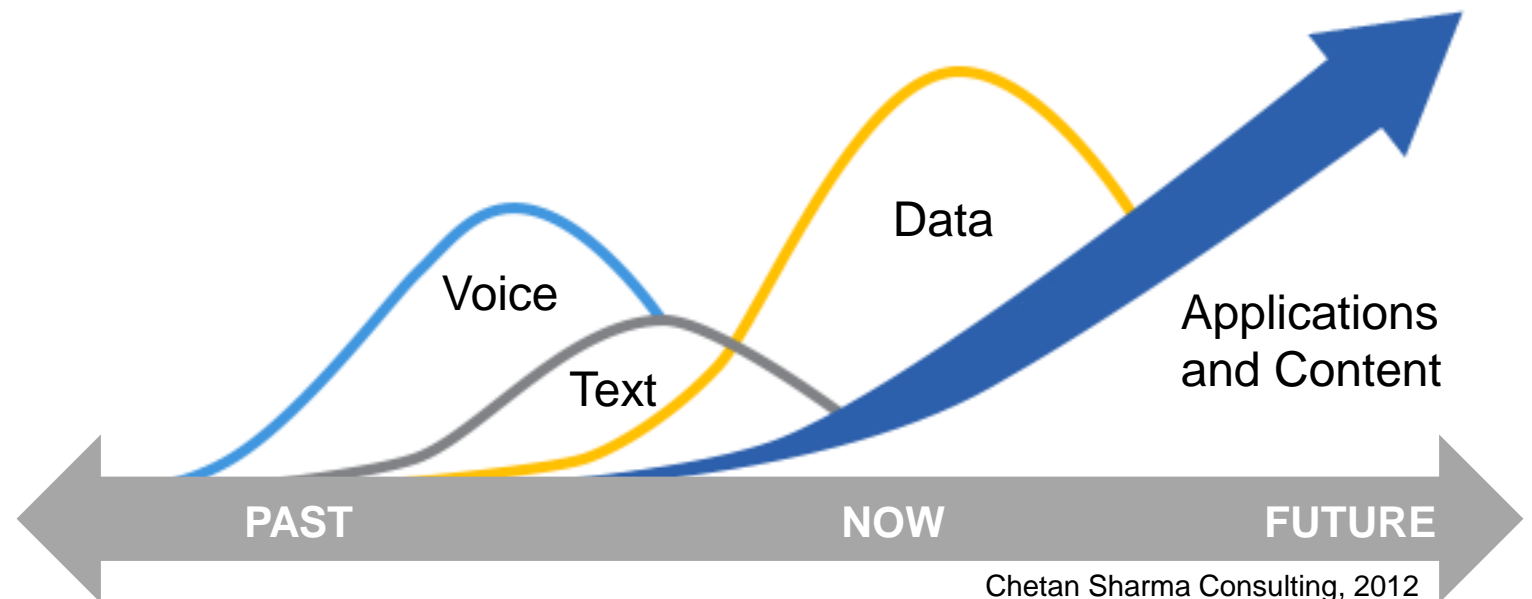


**Credible partnerships with global reach:**  
AT&T, Samsung, and others to capture market opportunity



**Available today in the US,**  
coming soon to Southeast Asia and beyond

Voice, text, and data are now commodities. The new mobile economy is driven by **applications** and **content services**





**Syntonic DataFlex<sup>®</sup>**  
For Business



**Freeway by Syntonic<sup>®</sup>**  
For Consumers

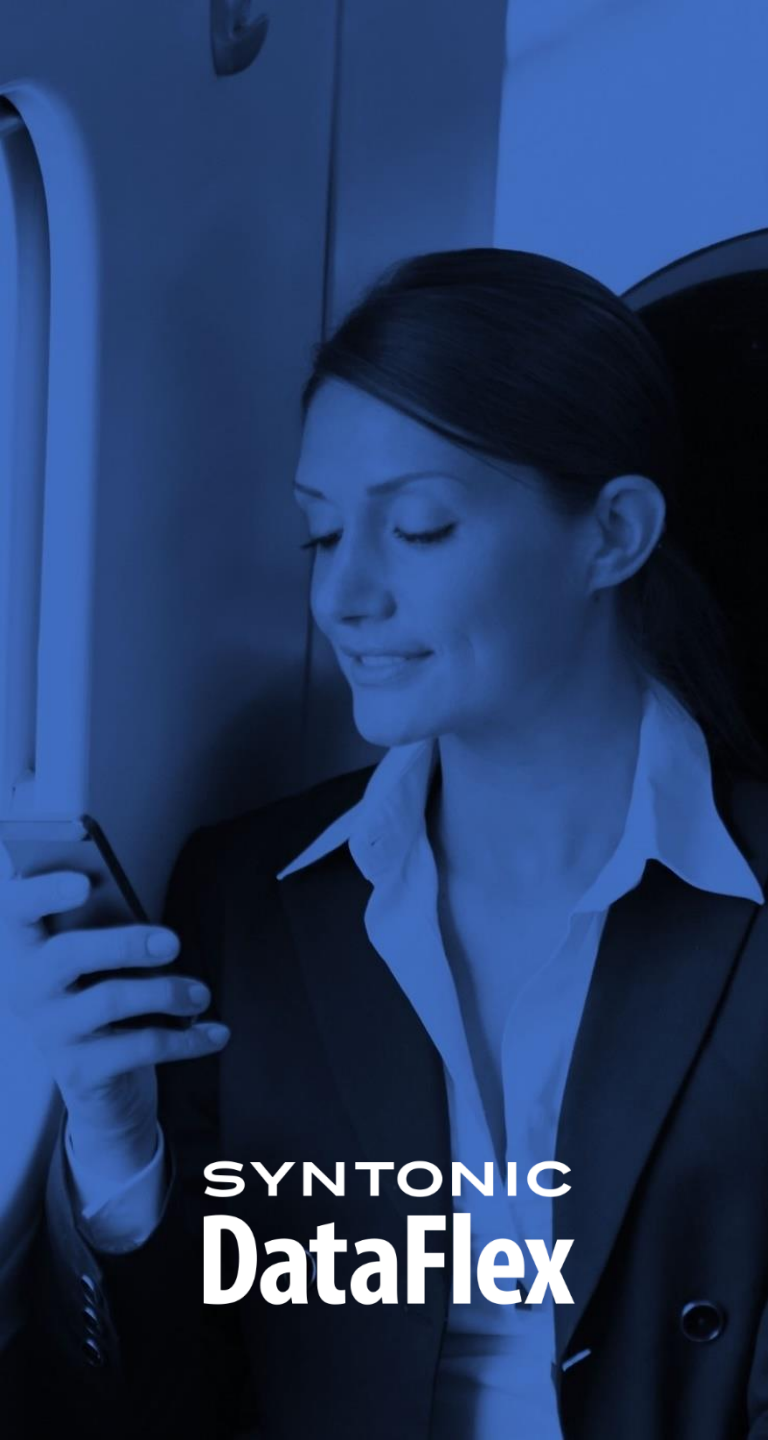
**One platform, two solutions**

# Syntonic DataFlex

Cost Savings &  
Increased Productivity  
With Mobile Split Billing

SYNTONIC  
**DataFlex**





# the problem

Smartphones are integral to business operations because they **raise employee productivity by 1.5 to 4.75 hours per week** but the benefits are being compromised by excessive company costs

SYNTONIC  
DataFlex

## fact #1

Businesses that provide smartphones to their workforce are spending > **US\$1,700** annually per employee on hardware and support costs

## fact #2

Businesses are **overpaying** reimbursements for employee's personal mobile phone usage by > **US\$500** annually per employee

## fact #3

Businesses that do not reimburse are exposed to future **employee litigation** for reimbursement and attorney's fees

Source: Case Study Forbes, *With BYOD, Employee Productivity Surges*, 2013

Source: Aberdeen Research, *The True Cost of BYOD*, 2012

Source: Forbes, *BYOD Legislation: What California's Case Could Mean for Businesses Everywhere*, 2015



# Syntonic DataFlex

## Split Billing and Application Data Analytics

Reduces corporate mobile costs by **>50%**

Enhances workforce productivity by up to **10%**

Split Billing separates personal and business use



# Split Billing

Syntonic DataFlex generates a monthly invoice for mobile business data usage across all operators



Mobile business data remains separate from employee's personal use



Businesses can reimburse employees directly for business usage on their mobile devices



Or companies can simply clear business data charges from the employee's data bill and pay the operator

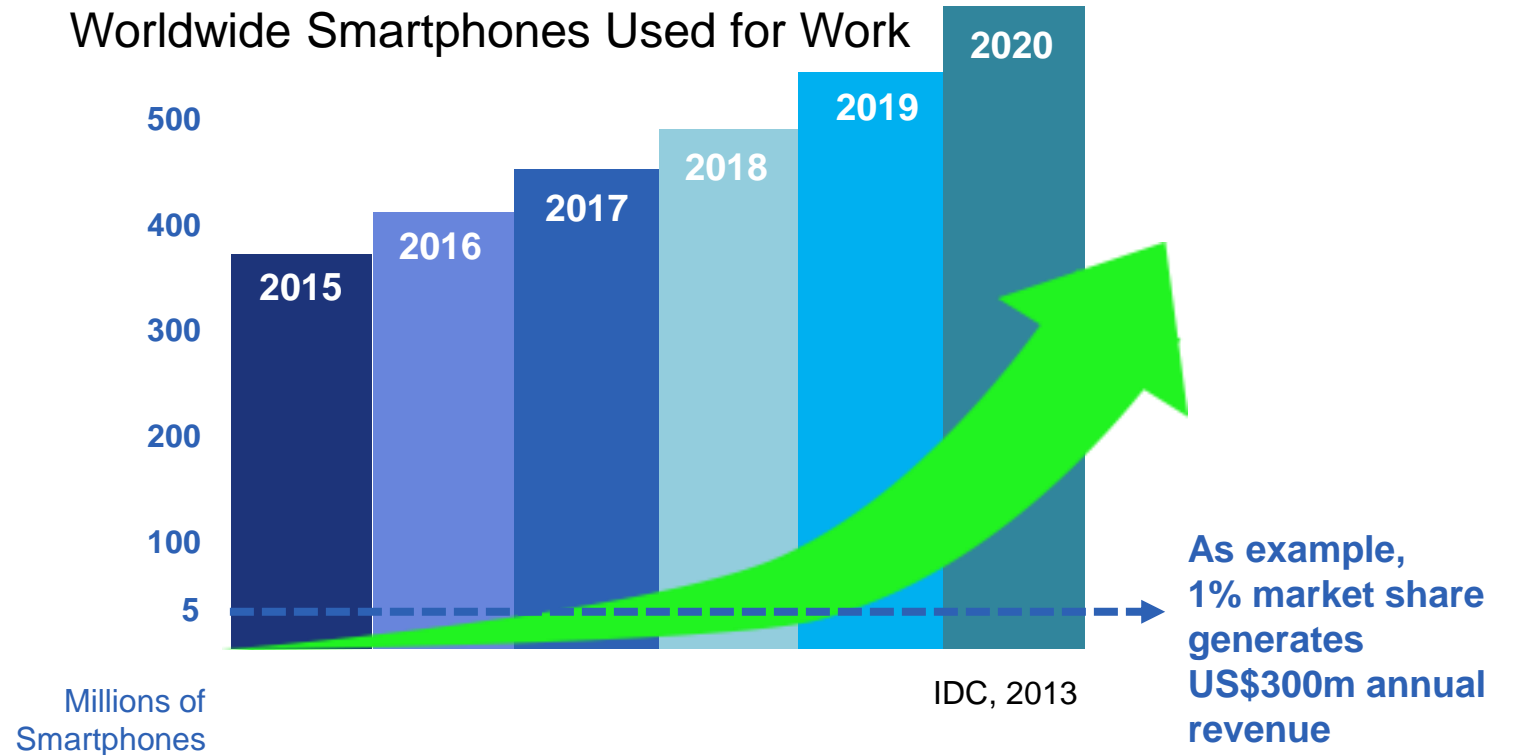


Employee's personal data remains separate and private

# Market Opportunity

SYNTONIC  
DataFlex

## Syntonic DataFlex Addressable Market



# Revenue Model



SYNTONIC  
DataFlex



Syntonic integrates with leading industry partners

# Customer Pipeline

Enterprise storage company

Food delivery service

Driver service

School districts

Korean consumer electronics company

U.S. Airline (for 4G tablets)

UK based bank

Regional Montana Bank

Law Firm

Food manufacturer

Two commercial insurance companies

U.S. R&D office for EU telco

Municipal Government

Restoration company

Pharmaceutical

Early Discussions



Contracts, Pilots,  
Commercial Deployment





## LabConnect LLC.

Syntonic DataFlex allows LabConnect to move away from company supplied phones and lets employees use their own personal smartphones for business, **saving Lab Connect over 80% of their current spend** and allowing them to expand their mobile phone program to the entire company.

## The City of Chula Vista, California

The city government wants to increase the effectiveness of their 185 member police force by letting officers use their personal smartphones for accessing criminal information.

Syntonic DataFlex provides the most cost effective means for enabling the Chula Vista police force to use their personal devices for work.

## Cochran v. Schwan

The California Court of Appeals required companies to reimburse employees for work-related mobile phone usage. Companies are now scrambling to identify technology to comply with the law and avoid class action lawsuits.

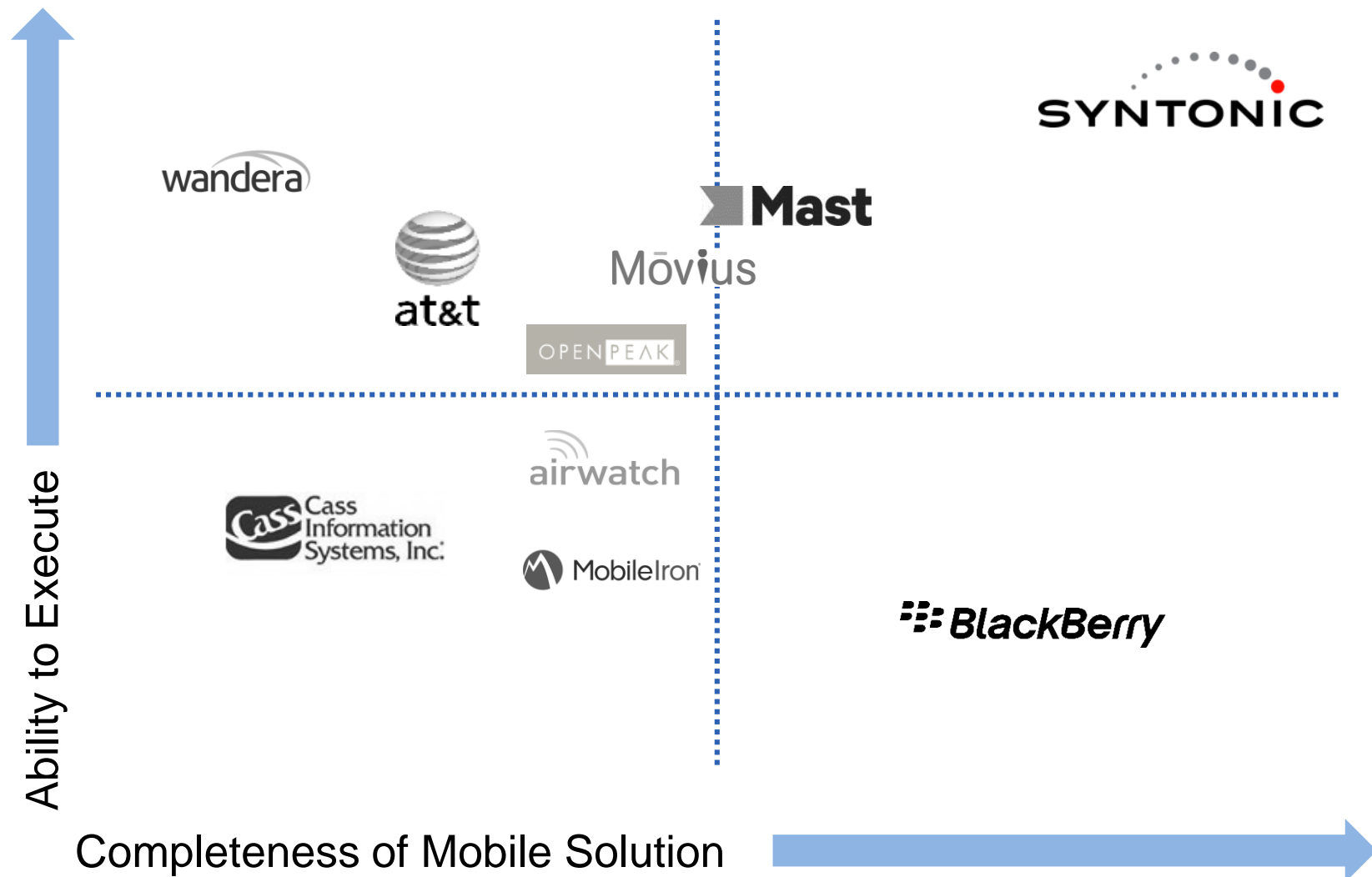
Syntonic DataFlex allows companies to meet their legal obligations to compensate employees for work related mobile phone use.

SYNTONIC  
DataFlex

# Competitive Landscape

## Comparable Valuations

- AirWatch acquired by VMWare for US\$1.54b
- Good Technologies peak valuation at US\$1.1b prior to acquisition by BlackBerry
- MobileIron NASDAQ US\$281m market cap





# Freeway by Syntonic

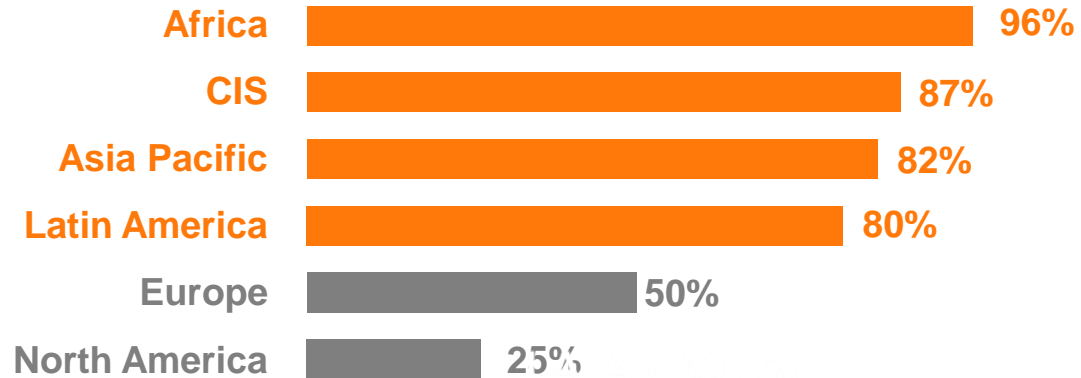
A new path to acquire, engage,  
and monetize consumers



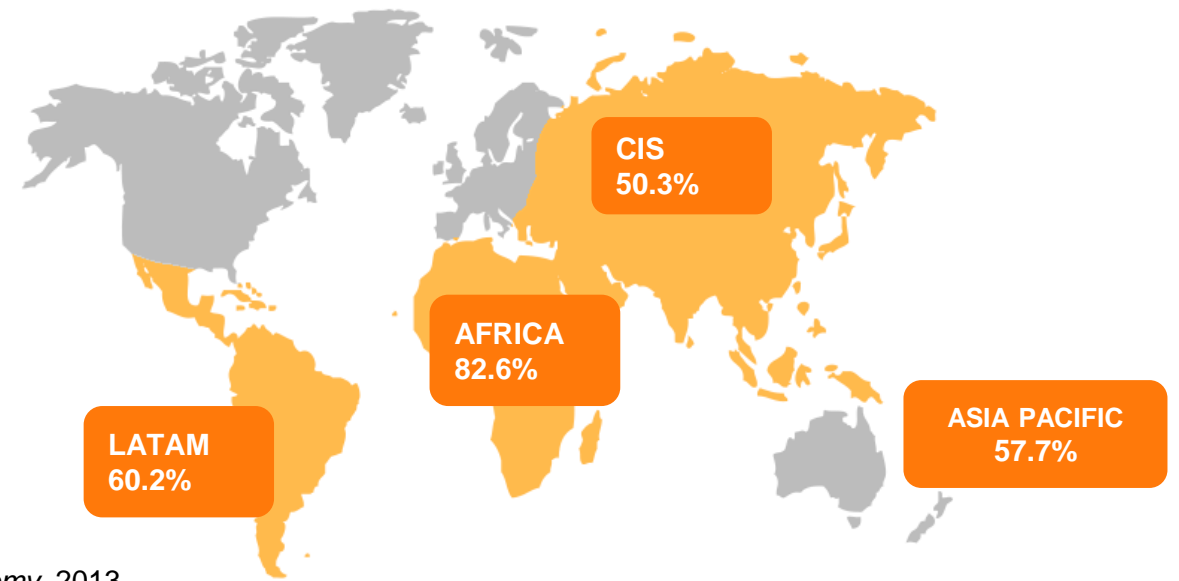
# the problem

The mobile industry's data pricing model fails to fully monetize more than 50% of the world's population

# fact #1 2.0 billion people ration their data use



# fact #2 4.3 billion people can't afford to connect



Source: GSMA, *The Mobile Economy*, 2013

Source: ITU, *The World in 2015*

# Freeway by Syntonic

Sponsored mobile content is a US\$23b world-wide market opportunity

## Allows brands to pay for consumer access to the mobile Internet



Freeway by Syntonic enables brands, application developers, content providers, and advertisers to pay for a subscriber's mobile data usage.

In exchange they get a new way to:

Increase  
Consumer  
Reach and  
Awareness

Acquire  
New Users

Deepen  
Engagement  
and Loyalty

Monetize,  
Retain  
and Grow



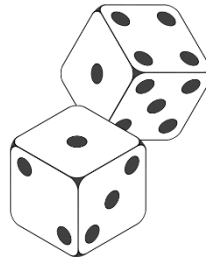
# Examples



**Specific content** is sponsored to deepen loyalty



**New brands** can be launched as sponsored to attract and build a bigger audience



**Sponsored games** for specific users, such as paying customers

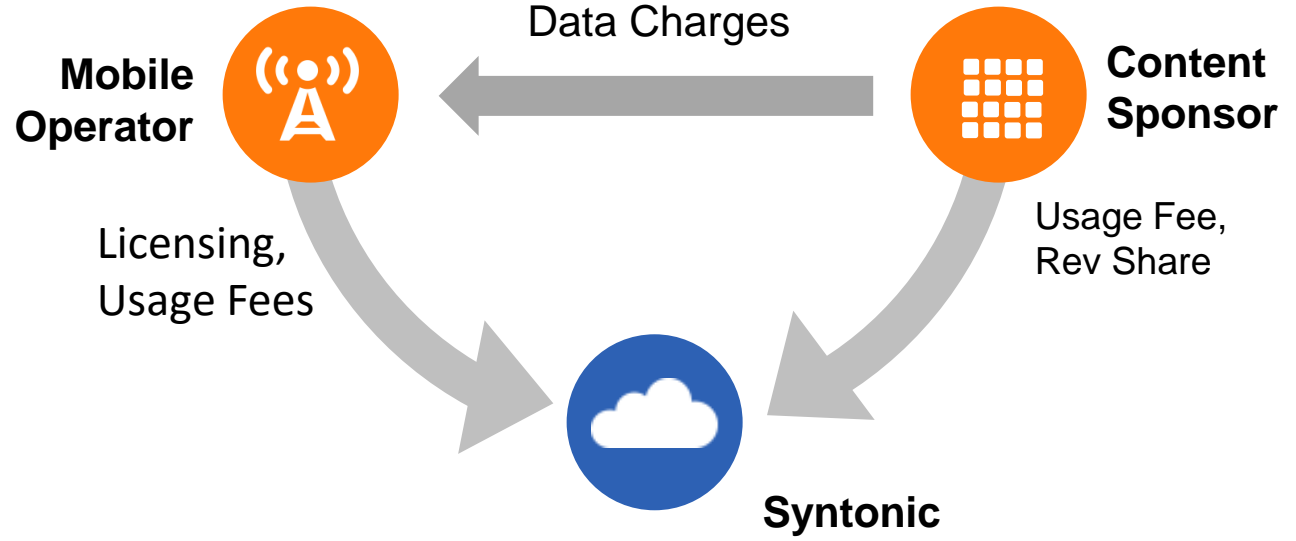


**Sponsor selected content** — video, web pages — within an application





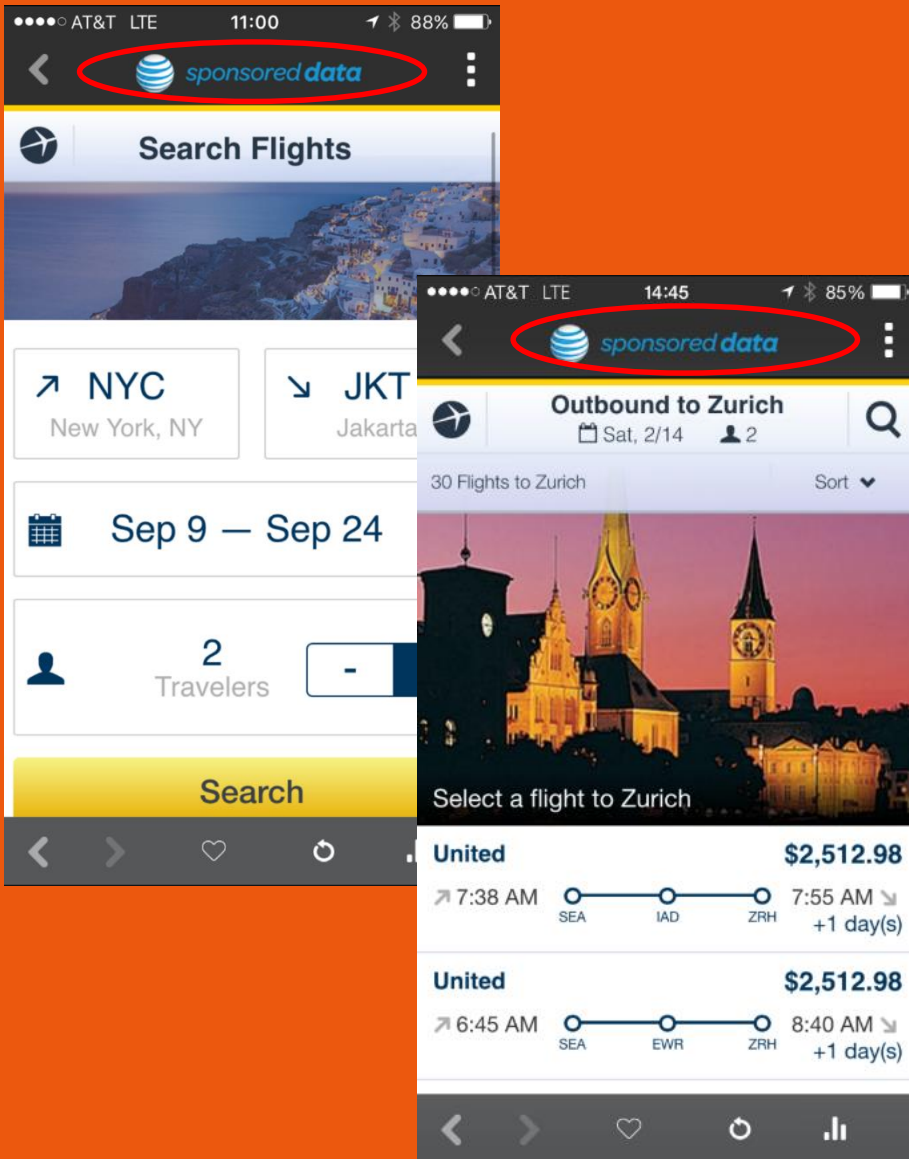
# Revenue Flow



## Example deployment in Indonesia with 65.2M smartphones

### Revenue sources:

- Apps publishers pay **US\$2/app** download bounty
- Mobile Operator **pays 20% net sponsored data surcharge**. (Example: 1GB/month/sub has a potential for generating US\$37.5m per year.)
- Content Providers pay up to **10% commission** on transactions using sponsored data.



Freeway by Syntonic allowed Expedia to eliminate the consumer friction to access their travel services.

It's easier to acquire, engage, and monetize a connected consumer.

*David Doctorow, Expedia's senior vice president of global marketing, said paying for data helps the site connect with its users, particularly when they are traveling and more likely to be sensitive about data usage. —Wall Street Journal*



**BBA**  
**STUDIOS**

BBA Studios released a new movie, Frank vs. God, with a limited marketing budget. Freeway by Syntonic allowed BBA to cost effectively expand their audience reach with their promotional trailer.

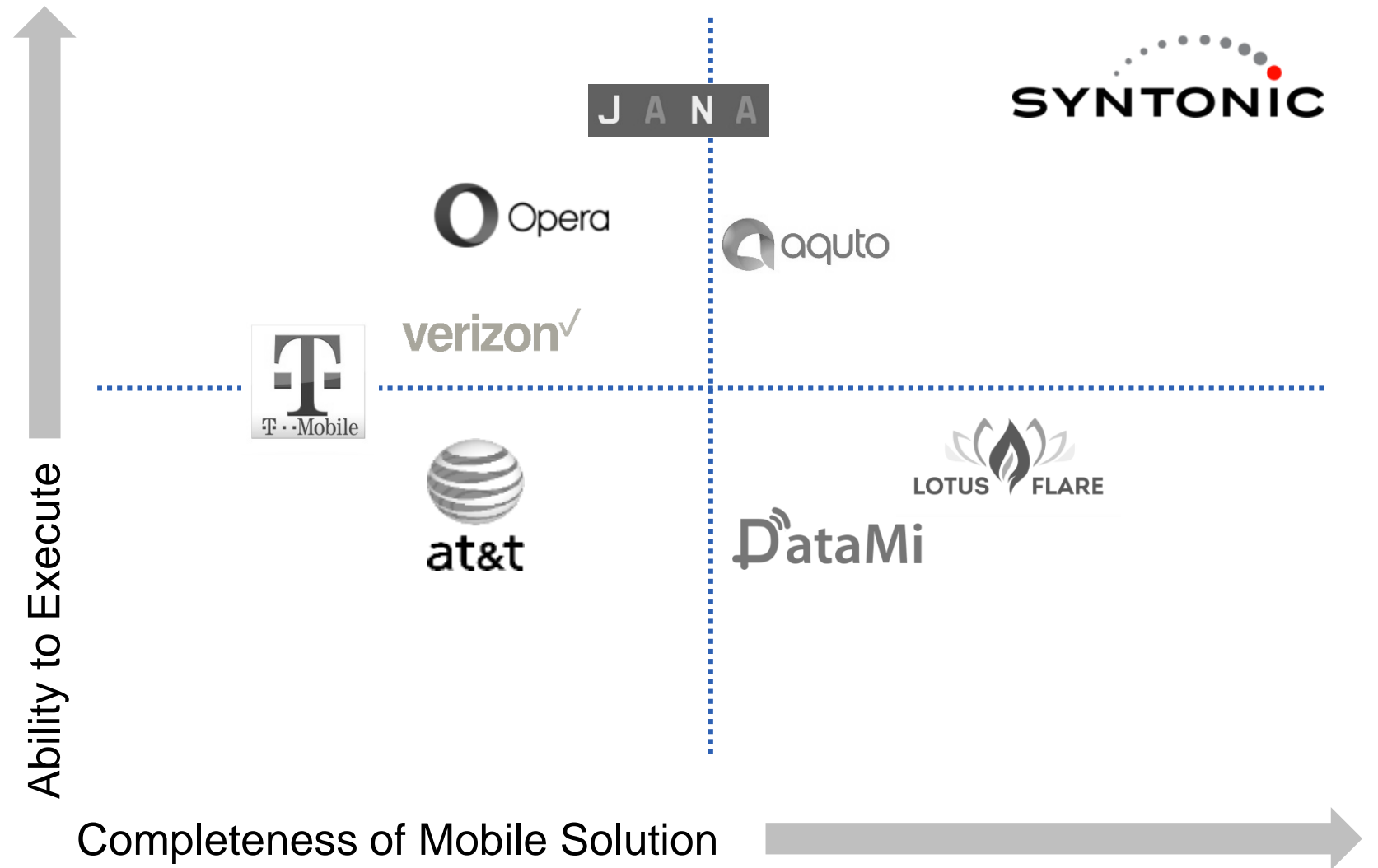
Frank vs. God received national awareness across the U.S. which helped sell out every screening of the film since they launched sponsored access.

# Freeway by Syntonic

BBA Studio: Sponsored Movie Trailer to Drive Market Awareness

# Freeway

## Competitive Landscape





# Acquisition Details

Pacific Ore Limited (ASX:PSF) has entered into a conditional agreement to acquire 100% of Syntonic Wireless, Inc.

Pro-Forma Capital Structure	Shares	Options	Performance Shares
Current	656,776,880	-	-
Consideration Shares	1,200,000,000	-	500,000,000
Capital Raising	280,000,000	-	-
Capital Raising and Transaction Options	-	152,500,000	-
Total post Acquisition	2,136,776,880	152,500,000	500,000,000

Indicative Timetable	
Completion of due diligence period	29 February 2016
Despatch of Notice of Meeting	9 March 2016
Lodge Prospectus with the ASIC and ASX	25 March 2016
Opening Date of the public offer	25 March 2016
General Meeting to approve Acquisition	8 April 2016
Closing Date of the public offer	22 April 2016
Re-compliance with Chapters 1 and 2	13 May 2016
Re-quotations of Pacific shares on ASX	20 May 2016



Coming soon:  
Australian office 2016

# For More Information

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Seattle, WA 98104

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Email:

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Twitter:

[www.twitter.com/syntonicinc](http://www.twitter.com/syntonicinc)

Facebook:

[www.facebook.com/syntonicinc](http://www.facebook.com/syntonicinc)

LinkedIn:

[www.linkedin.com/company/syntonicinc/](http://www.linkedin.com/company/syntonicinc/)

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# Appendix

# Corporate Overview

## History

Incorporated in April 2013 with business operations in Seattle, Washington  
Pacific Ore Limited (ASX:PSF) in a conditional agreement to acquire 100% of  
Syntonic Wireless Inc. with ASX re-quotation scheduled for 20 May 2016

## Achievements

Freeway by Syntonic launched October 2014 **on AT&T Network**

Syntonic Freeway Developers Toolkit (SDK) at CES, January 2015

Syntonic DataFlex for **Samsung KNOX** launched at Mobile World Congress in March 2015

## Upcoming in 2016

Broader industry deployment for Syntonic DataFlex in North America

Introduction of Syntonic DataFlex in Europe

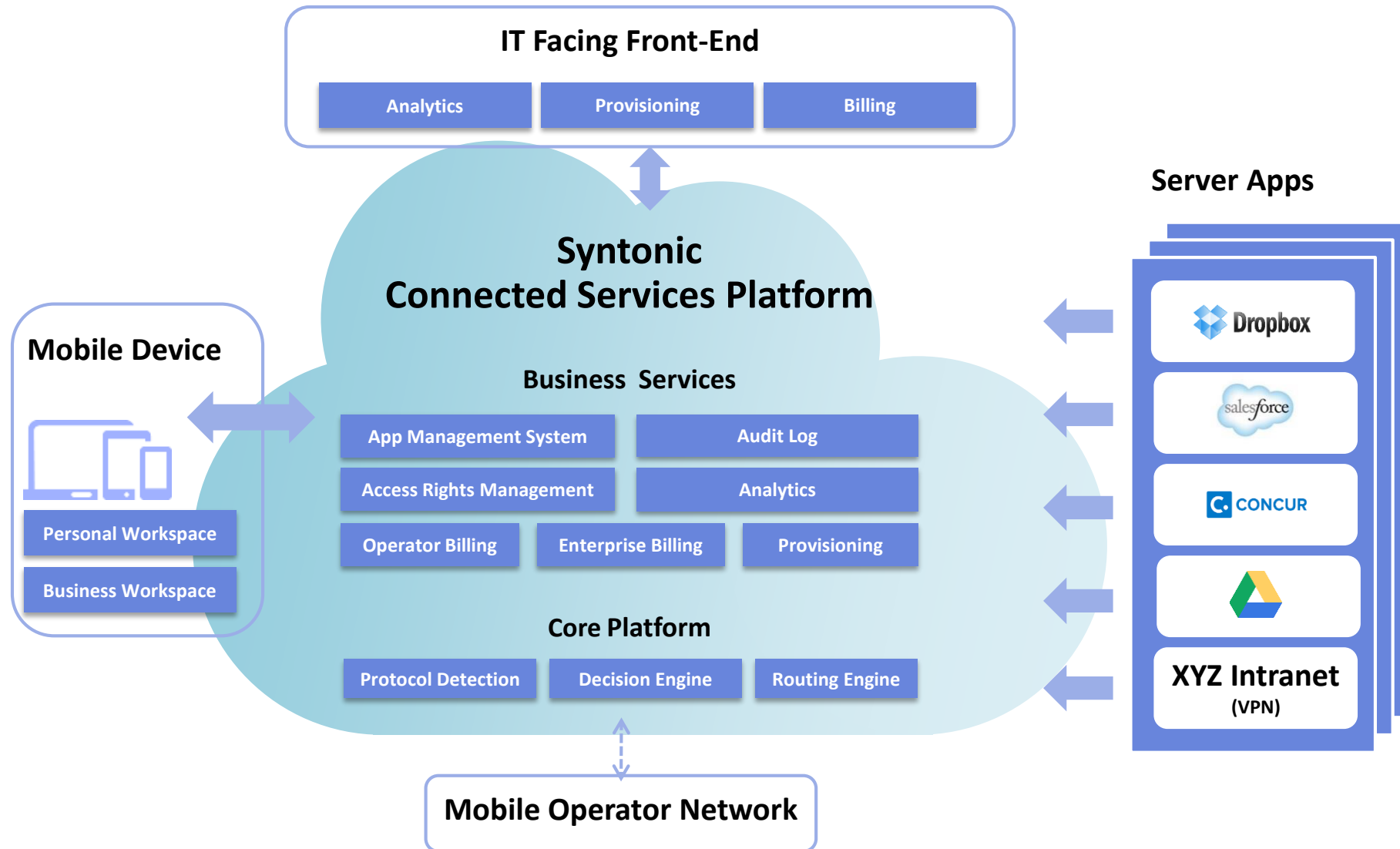
Expansion of operator footprint to Southeast Asia for Freeway by Syntonic

Tier-1 content provider sponsored data deployments





# Syntonic Platform Architecture



**Admin Management Dashboards**

**Cost by App**

Aggregated Data Cost by App, January 1 2015 to May 14 2015

App	Total Cost (USD)
Facebook	\$7.88
Gmail	\$2.38
Outlook	\$3.14
Hotmail	\$173.04
Google Docs	\$174.44
Expensify	\$175.02
SlideShare Pre...	\$188.0
Google Maps	\$229.8
Dropbox	\$171.38
Box	\$2.1
Google Analyt...	\$1.34
Smartsheet	\$3.14
Concur	\$187.54
SalesForce	\$170.08
Mix Panel	\$183.09

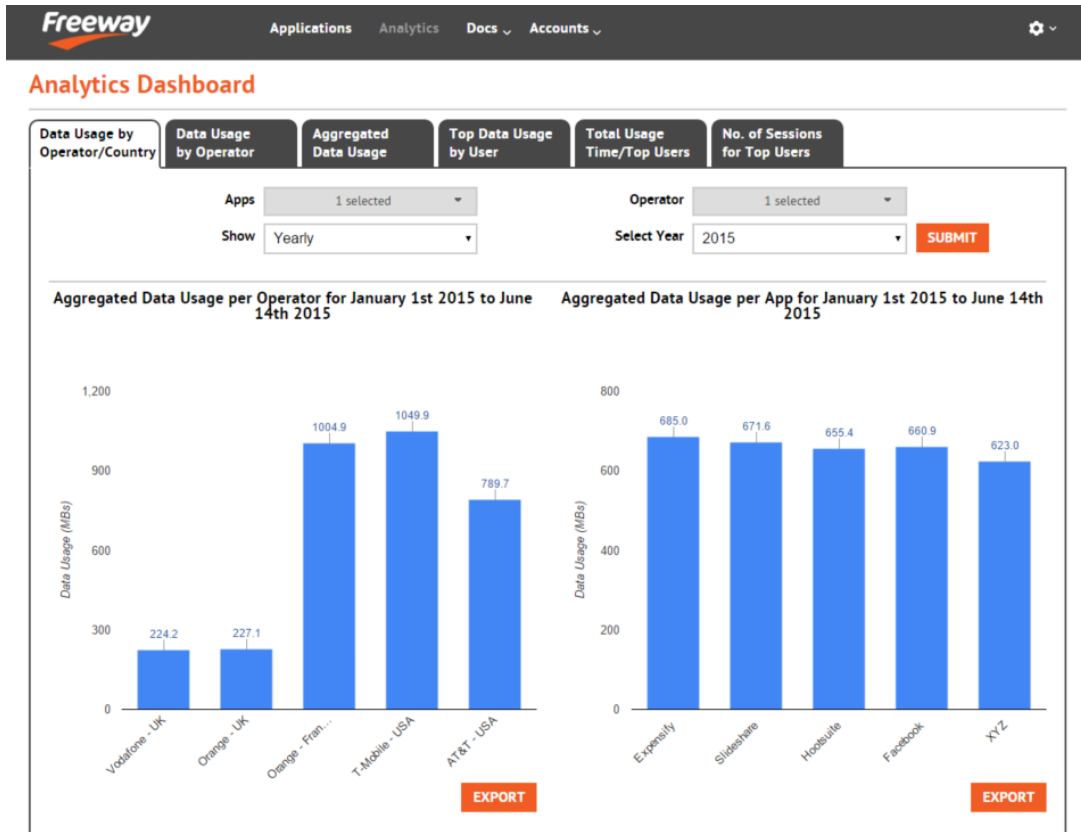
Aggregated App Cost by Department

Department	Total Cost (USD)
Finance	\$1.22
HR	\$3.90
IT	\$0.4
Legal	\$1.7

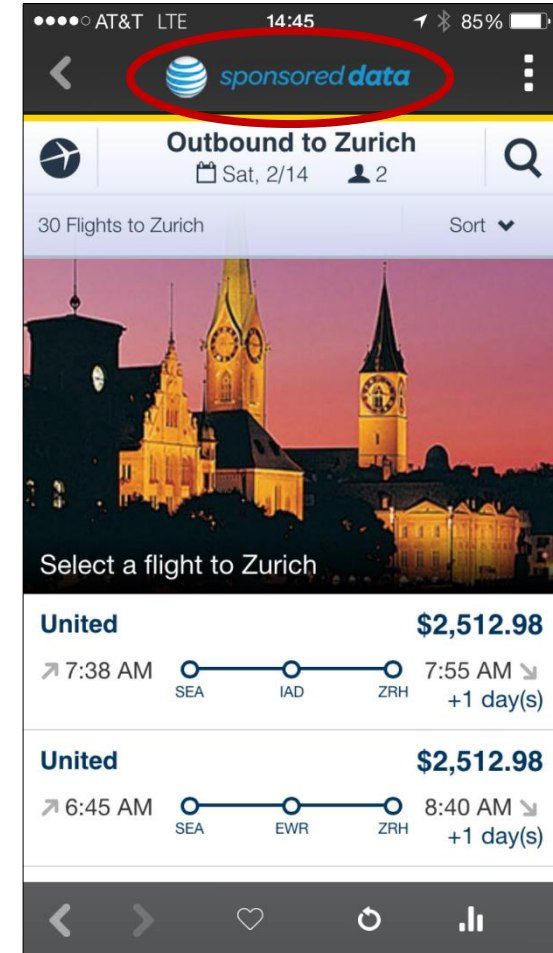
**Mobile Device Experience**

Powered by Syntonic DataFlex SMB

# Freeway by Syntonic



App Developer Management Console



Mobile Device Experience