



Mobile Email and Synchronization
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Synchronica PLC

Investor Presentation, January 2009

Carsten Brinkschulte, CEO

Angus Dent, CFO

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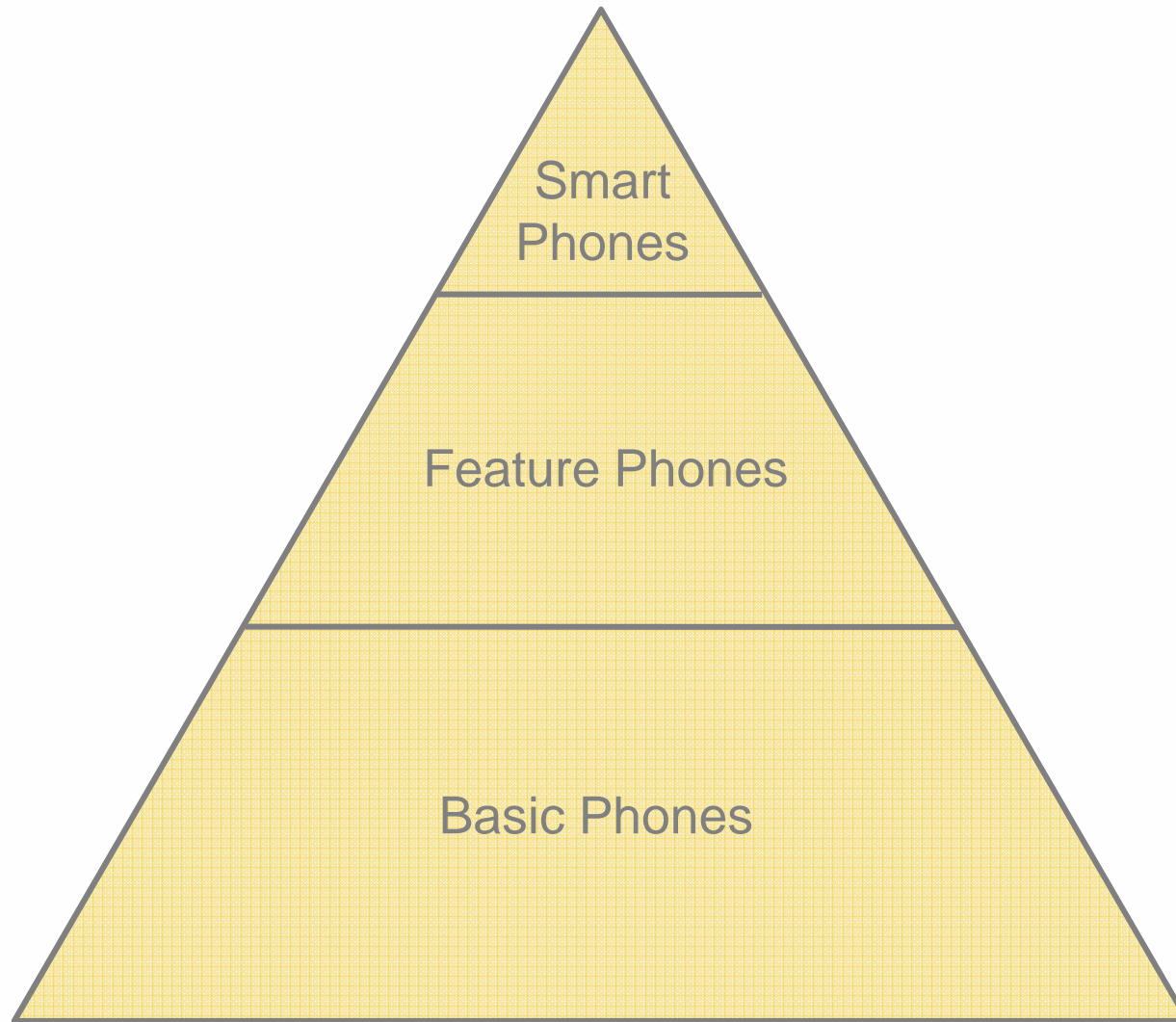
The Synchronica Opportunity

Unique Product in Fast Growth Market Creates Huge Profit Potential

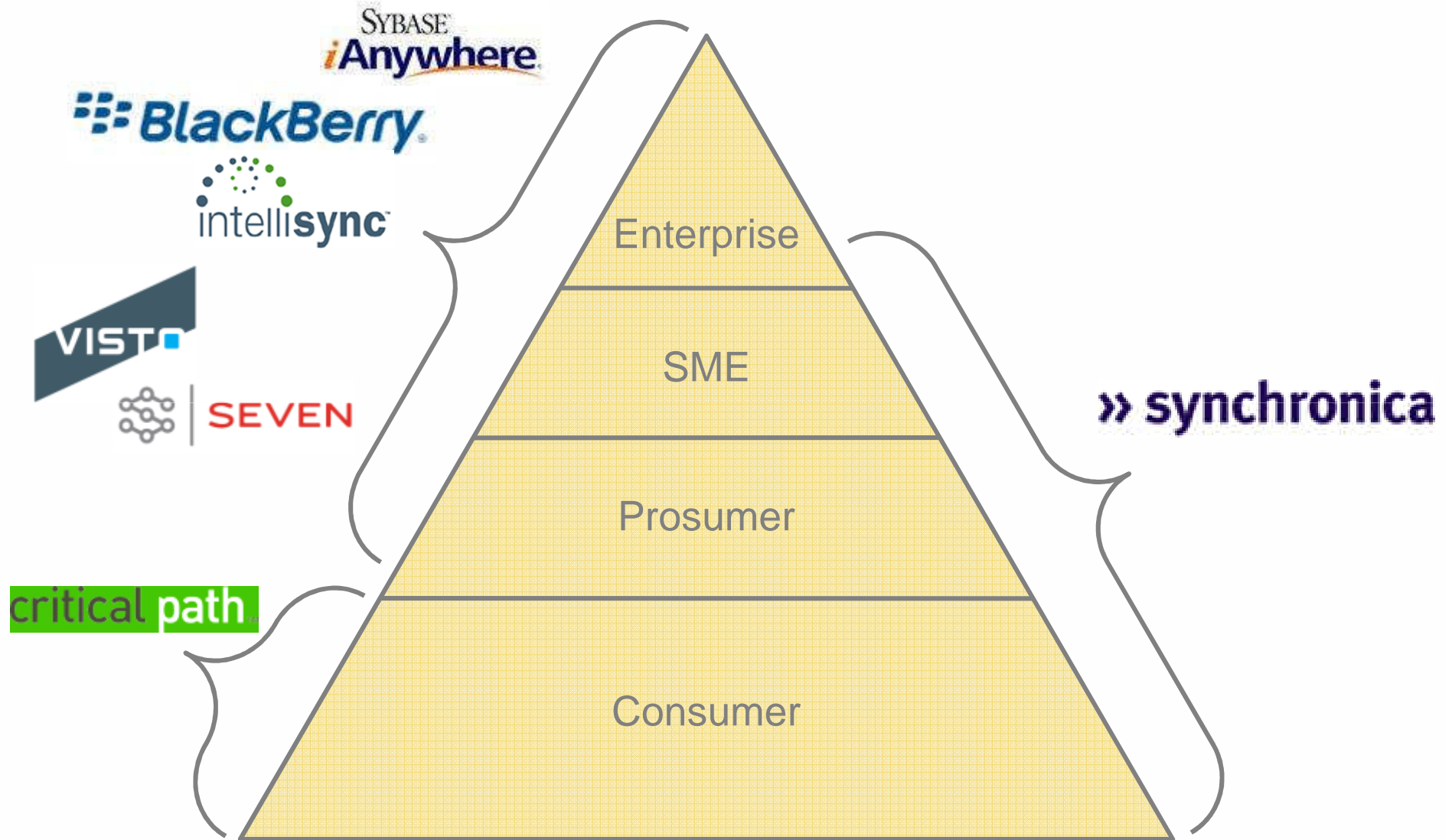
- » Mobile Email is Expanding Rapidly into the Mass-Market
 - Expansion from niche-market of business users to mass-market of consumers
 - Fastest adoption rate expected in emerging markets where PC penetration is low
 - More than 1.5 billion devices in the market with built-in Email clients
- » Synchronica Mobile Gateway Positioned to Lead Mobile Email
 - Push Email solution addressing both business *and* consumer
 - Works with mass-market mobile phones
 - Unique “Zero-footprint” – no additional client on device
- » Significant Upside Potential
 - Landmark deals signed with Sun Microsystems and Tier-1 Operator Group
 - Revenues £3.6m in 2008, (57% increase from 2007) in line with analyst expectations
 - SYNC has a market cap of £15m, Intellisync was bought by Nokia for US\$ 430m cash

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Smartphones are Only the Tip of the Iceberg



Competitive Analysis



Primary Markets of Key Competitors. Source: Company web pages, Synchronica

Product – Synchronica Mobile Gateway

Mobile Email for the Mass-Market

» Synchronica Mobile Gateway Positioned to Lead Mobile Email

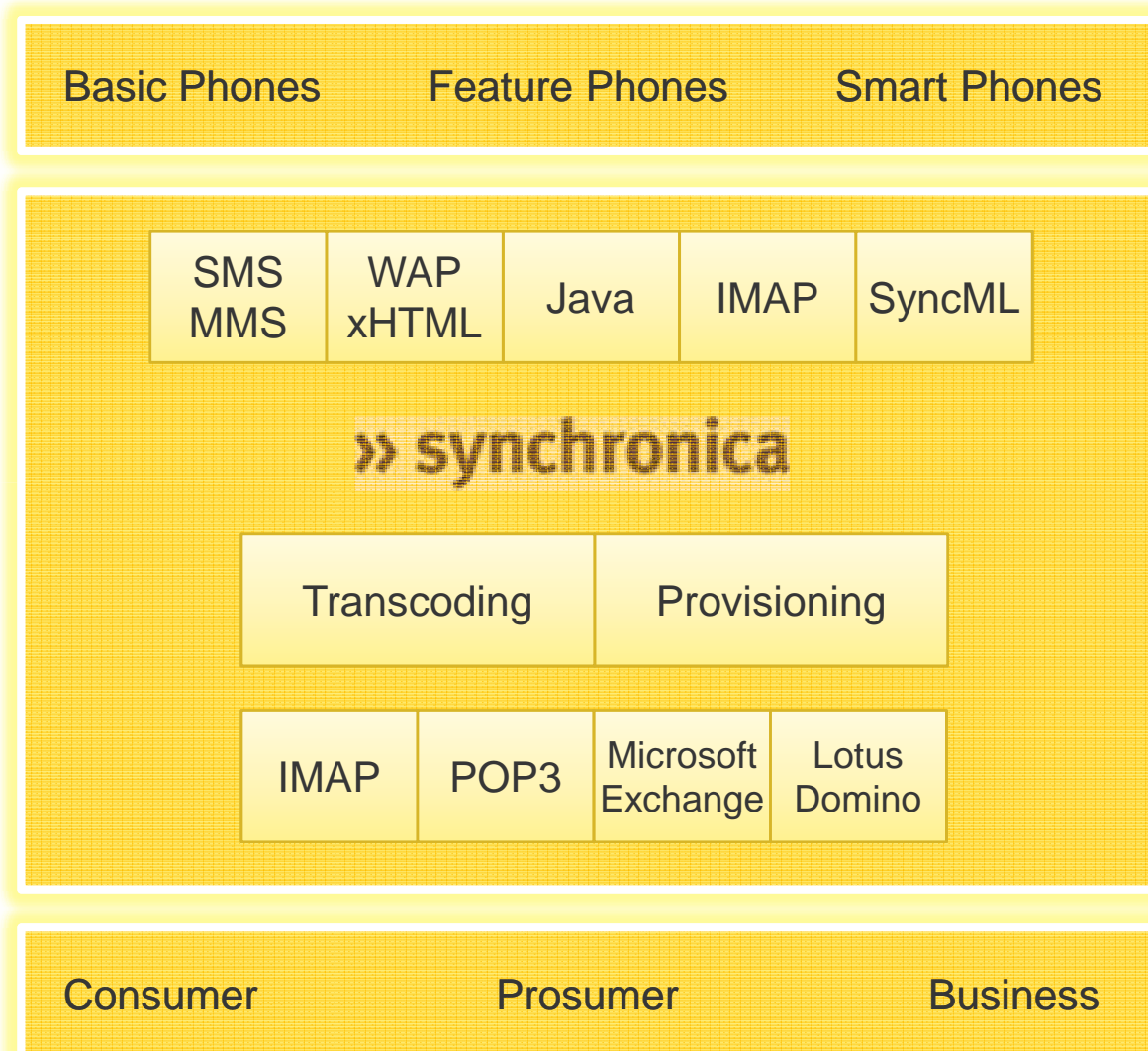
- Push Email solution addressing both business *and* consumer
- Works with Smartphones, Feature phones and even Basic phones
- Unique “Zero-footprint” – no additional client on device or behind the firewall



» Competition Limited to Market Segments

- Blackberry, Visto and other competitors focused on Smartphones
- Feature phones dominate the market, particularly in emerging markets
- Critical Path limited to consumer market

Mobile Gateway 4.0 – Push Email for Everyone



Customers and Partners



» Synchronica Mobile Gateway is Proven in the Target Market

- Live operators Zain Sudan, MTN Nigeria, Entel Chile, T-Mobile Hungary, MTS Russia
- Breakthrough agreement with Sun Microsystems for global OEM contract
- Global framework agreement Tier-1 Operator Group addresses 100m subscribers



Acquisition and Outlook

On the Road to Market Leadership in Consumer Push Email

- » Acquisition of Competitor AxisMobile in September 2008
 - Synchronica acquired the operating subsidiary of AxisMobile in an all-share deal
 - Complementary technology further improves competitive position
 - Additional customers accelerate Synchronica's commercial growth
- » Post Acquisition Contract Wins
 - Received expansion order from MTS in Russia for US\$ 730k
 - Signed contract with Base in Belgium, €200k upfront, €0.34 per user per month
 - Signed contract with Reliance in Nigeria, 250k user license for US\$ 400k
- » Roadmap
 - Consolidation of AxisMobile staff completed, development transferred to Berlin
 - Integration of AxisMobile technology to be completed in February 2009
 - Strong sales pipeline for 2009 with several operators and global resellers

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» Thank You

Management Team

Experienced Team Ready To Realise Opportunity



- » Carsten Brinkschulte, Chief Executive Officer
 - Serial entrepreneur with 20 years experience in the IT industry
 - Pioneered wireless synchronization and device management



- » Angus Dent, Chief Finance Officer
 - 11 years experience as FD, IPO of OneClickHR plc on AIM
 - Chartered accountant, qualified with PW in London



- » Patric Olenczak, Chief Sales Officer
 - 20 years experience in the telecom industry
 - Previously VP sales at Bull, Glenyare, Commodore and Miyowa



- » Nicole Meissner, Chief Marketing Officer
 - 9 years experience in marketing, PR and product management
 - Worked for Siemens AG, ASDIS AG and VC companies



- » Kim Hartlev, Chief Technology Officer
 - 7 years experience building carrier-grade infrastructure software
 - Previously CTO of mobile software company Mobilethink

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Accelerating Growth by Acquisition

Aiming for Market Leader in Consumer Push Email 

- » Complementary Technology Further Improves Competitive Position
 - Integrating AxisMobile's technology accelerates Synchronica's development roadmap
 - Transcoding engine makes attachments readable on mass-market devices
 - Email to SMS/MMS expands push email to the most basic handsets
 - xHTML/WAP frontends for client-less browser access to Email
- » Acquisition of AxisMobile Accelerates Synchronica's Commercial Growth
 - Adding AxisMobile's customers will accelerate Synchronica's revenue growth
 - Up-selling Synchronica software into AxisMobile customer base adds further potential
 - Improved competitive position will increase conversion rate
- » AxisMobile Had 8 Live Installations with Mobile Operators
 - MTS (largest operator in Russia with 91m subs), Megafon (Russia, CIS with 34m subs)
 - T-Mobile (Czech), Swisscom (Switzerland), E-Plus (Germany)

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