



15 September 2025

ASX RELEASE | Synergy Group Limited (ASX: IS3)

I Synergy enters into a Strategic Partnership with Octagram

I Synergy Group Limited (ASX: **IS3**) ("**the Company**") is pleased to announce that it has entered into a Strategic Partnership Agreement ("Agreement") with Octagram Investment Limited (OTG), a Malaysian incorporated gaming and software development company with core capabilities in game design, blockchain technology, and software engineering.

This partnership aims to accelerate the Company's expansion into the Web3 and immersive technology space, with both parties collaborating on the development of AI-powered marketing tools, cross-platform gaming solutions, and blockchain-enabled engagement systems.

Agreement terms:

- The partnership agreement commences from 23 September 2025 or as otherwise agreed upon by the Parties.
- Intellectual Property and Trademark Use:
 - Each party retains full ownership of its own trademarks and intellectual property.
 - A limited, non-exclusive license has been granted by each party to use the other's trademarks solely for the purposes and activities set out under the agreement and for the duration of the partnership.
 - All goodwill from such use will benefit the trademark owner.
 - Neither party may register or challenge the other's trademarks or use confusingly similar marks.
- This agreement will be effective for a period of one (1) year from the date of this Agreement.
- Termination: the agreement may be terminated by either party giving written notice to the other Party at least seven (7) days, or earlier, in accordance with the terms of the agreement.

The agreement is non-exclusive and subject to standard commercial terms and conditions. While no immediate material financial impact is expected, the Company considers the partnership strategically significant and will provide further updates as milestones are achieved.

Key Objectives of the Partnership include:

- Developing and deploying AI-driven tools for user acquisition and retention
- Implementing blockchain-based loyalty, rewards, and tokenisation features
- Creating immersive VR/AR marketing and gaming experiences
- Integrating solutions with major platforms, including Unity, Unreal Engine, Steam, Meta, and mobile ecosystems
- Co-developing next-generation gaming marketing platforms
- Sharing technical resources and capabilities in AI, analytics, and software engineering
- Co-hosting digital community events and Web3 gaming tournaments

The Company looks forward to working closely with OTG to deliver this strategic initiative and enhance its technology platform.

"This collaboration with Octagram opens a new frontier for IS3. We are not only expanding beyond traditional affiliate marketing, but also pioneering how AI, VR, and blockchain can redefine brand engagement in gaming and entertainment across the Asia Pacific," – **Jee Meng Heng, Managing Director of IS3.**

About Octagram

Octagram is a leading gaming and software development company recognised for its expertise in virtual gaming environments, blockchain integration, and high-performance development frameworks. Octagram builds cross-platform solutions for the gaming, entertainment, and software industries.

The release of this announcement was authorised by the Board of the Company and released by the Company Secretary.

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Further information

Ms Louisa Ho

Company Secretary

I Synergy Group Limited

About I Synergy Group Limited (ASX: IS3)

I Synergy Group Limited (“I Synergy”) is a technology-driven company transitioning beyond its affiliate marketing origins to explore new avenues for sustainable growth and innovation. With a forward-looking mindset, I Synergy is actively assessing new markets and business strategies to strengthen its relevance and impact in the evolving digital economy. To learn more, please visit: www.i-synergysgroup.com