

SYNETY Group plc
("SYNETY" or "the Company")

SYNETY announces significant customer win and partnership with World Options Ltd.

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, is pleased to announce that it has secured a significant new customer win and partnership with World Options Limited.

World Options is a freight and air express reseller that provides its customers with access through their existing CRM platforms to the largest courier companies in the world, shipping goods to locations worldwide. World Options operates a franchise network that comprises over 50 franchised offices throughout the UK and Ireland.

This contract, which is to provide SYNETY's innovative CloudCall functionality to World Options' headquarters and franchise offices, is expected to be worth upwards of £60,000 per annum in service fees and telecoms charges. The contract is for a minimum 12 month period following which it will continue on a rolling 12 month basis.

In addition to the initial contract to supply CloudCall and telephony services, World Options' plan to integrate CloudCall into their own portal and market Synety's service through their franchise network.

Simon Cleaver, Executive Chairman of SYNETY Group Plc commented: "We are pleased that World Options has chosen SYNETY's CloudCall service and are looking forward to working with them going forward. Both parties hope that this opportunity will grow beyond this initial agreement as World Options work to fulfil their plans to expand their franchise base in the UK and Ireland and launch in the US where SYNETY's new US office and platform is perfectly placed to support them."

For additional information:

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About SYNETY

SYNETY is a leading cloud-based software and communications business based in Leicester, United Kingdom.

The Company develops and provides a suite of cloud-based software products and services known as CloudCall which are aimed at enabling organisations to use their communications more effectively. The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

SYNETY's capacity to offer a streamlined integration with third-party CRM software makes it one of the most integrated telephony platforms in the world.

Since 2011 SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software.

For additional information about SYNETY please visit www.synety.com