

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

SYNETY announces a significant customer win in the United States with A-Affordable Insurance

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, is pleased to announce that it has secured a significant customer win in the United States with A-Affordable Insurance Agency, Inc.

A-Affordable Insurance Agency, Inc. is a fully licensed personal lines insurance agency who specialise in auto and home insurance. They are situated in several locations throughout Central and Eastern Massachusetts.

SYNETY will be providing their CloudCall Contact Centre solution to the 100 member A-Affordable Insurance Agency team with a year one income in the region \$70,000 and an ongoing revenue of approximately \$50,000 pa. The contract is for a minimum one year term and will continue thereafter on a 12 month rolling basis.

Simon Cleaver, Executive Chairman of SYNETY Group Plc commented: "Whilst we have already signed up a number of customers, this is a sizable early contract win for us in the US.

The fact that companies such as A-Affordable Insurance Agency, Inc. wish to implement our CloudCall service demonstrates there is demand from substantial companies and is another robust indicator of the huge potential the US market holds for Synety."

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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