

1 June 2016

**FLEXIROAM LAUNCHES FLEXIROAM X FOR DATA ROAMING****Highlights:**

- FLEXIROAM launches its' new flagship data roaming product, "X" in 8 countries.
- The adhesive microchip "X" provides access to global data in 100 countries.
- "X" App is a free download and users have the opportunity to earn up to 100GB of data.
- Accumulated data can be used in conjunction with a yearly membership for only \$9.99 which includes the "X" microchip
- Subscribers who sign up to "X" by 11.59pm (EST) on 7 June 2016 will receive 500MB of free data.

FLEXIROAM Limited ("the Company") is pleased to announce that its' subsidiary FLEXIROAM Sdn Bhd ("FLEXIROAM") has launched its new flagship data roaming product, "X" today. The "X" App is a mobile application which works with "X", a thin, microchip-embedded film to be applied on a user's existing SIM. Once applied, "X" provides access to FLEXIROAM's data roaming network in up to 100 countries without having the need to physically change their existing home SIM while abroad. FLEXIROAM is pleased to announce that the "X" App is available now for download on both Apple iOs and Google Play. FLEXIROAM is now shipping "X" to Australia, Malaysia, Taiwan, Hong Kong, Korea, Singapore, Thailand and Indonesia and the Company plans to make "X" available in more countries in the near future.

The "X" App allows users to earn up to 100GB of free data per year through interactions with the mobile app, such as the referral of the app to friends. In this instance, the user can earn 100MB of free data for each friend they refer and in turn their friend earns the same amount of data by signing up to a membership. In addition to the above, users can earn free data through special promotions. One such current promotion is that FLEXIROAM is giving away 500MB data to all new users when they sign up to "X" using the promo code "XLAUNCH". This promotion is available from 12.00am (EST) on 1 June 2016 to 11.59pm (EST) on 7 June 2016. More information can be found on the Company's website.

Users of the "X" App can then utilise their accumulated data by purchasing a yearly subscription for as low as US\$ 9.99, inclusive of the "X" microchip which is mailed to users for a small shipping fee of US\$5. The Company believes that the combination of the features of the "X" App and the microchip-embedded film is set to make FLEXIROAM X one of the best value for money data roaming services in Asia Pacific from a price, convenience, coverage and validity perspective.

The Company's Managing Director, Jef Ong says "We are a pioneer to offer up to 100GB of free data to travellers. Being a futuristic telco and in line with our vision to enable travellers to have easy and efficient communication, we believe "X"'s technology and business model will be a game changer to both the telecommunication and travel industry."

Leveraging on the Company's highly-scalable, asset light business model, FLEXIROAM will be addressing the needs of global travellers. It is estimated that by 2019 there will be 1.4 billion<sup>1</sup> first time, global travellers around the world and the global data roaming market will be worth US\$50 billion<sup>2</sup> per year.

With the release of "X", FLEXIROAM will be actively streamlining their products by phasing out their SIM card products and migrating their corporate clients over to the new platform over the coming months.

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### **About FLEXIROAM**

FLEXIROAM is the leading international mobile roaming service provider focused on allowing consumers to stay connected to their home country whilst traveling overseas by using their existing number. Through its innovative wholly-owned technologies, FLEXIROAM offers international outbound travellers worldwide voice and data roaming services in over 200 countries and territories. To date, FLEXIROAM has saved global travellers over USD 7.5 million on roaming charges.

FLEXIROAM was listed on the Australian Securities Exchange ("ASX") in June 2015 under the code FRX, with the goal of rapid growth and global expansion. With 1 million subscribers and partnerships with over a 100 travel agencies, it is poised to become a formidable name in the international mobile roaming marketplace.

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<sup>1</sup><http://www.masterintelligence.com/content/intelligence/en/research/reports/2014/the-future-of-outbound-travel-in-asia-pacific.html#ft1>

<sup>2</sup>[http://www.ovum.com/press\\_releases/ovum-says-mobile-data-will-account-for-more-than-half-of-global-roaming-revenues-by-2019/](http://www.ovum.com/press_releases/ovum-says-mobile-data-will-account-for-more-than-half-of-global-roaming-revenues-by-2019/)