



ASX Announcement - Media Release

For Immediate Release

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NETCCENTRIC FORGES STRATEGIC PARTNERSHIP WITH FLEXIROAM TO EXPAND REACH IN ASIA

Singapore, 27 June 2016 – Netccentric Limited (ASX: NCL), Asia Pacific's leading digital media, marketing and technology business, today announced that it has forged a partnership with telecommunications company Flexiroam Limited (ASX: FRX). The partnership will see Netccentric's subsidiary – AroiMakMak.com – collaborating with Flexiroam to drive traffic and membership registrations on the travel website, as well as increase awareness and distribute Flexiroam's newly launched data roaming solution, Flexiroam X. This partnership represents a combined effort by both parties to expand their outreach in the Asian travel market.

Established in 2012, AroiMakMak initially started as a one-stop travel guide on Bangkok, producing highly informative articles on food, lifestyle and entertainment, as well as accommodation in the city. Over the years, it has grown quickly into a reliable and reputable resource that is widely read by people in Singapore, Malaysia and Thailand. In 2015, the fast-growing website received 1.2 million visitors and currently averages over 500,000 monthly views, amongst travellers with a high propensity to spend when abroad. This year, AroiMakMak also expanded its content to include Korea and Japan, two major travel hubs in Asia.

Flexiroam X is an adhesive SIM microchip and smartphone application which provides users with access to Flexiroam's global data roaming networks in 100 countries. Through the collaboration, people who register as a member with AroiMakMak will automatically receive 1GB of complimentary Flexiroam X data roaming. In total, the travel website will be giving out 25,000GB of Flexiroam X free data roaming promotional codes to travellers via its website and social media channels. This marks the first of many promotions to be rolled out as part of the partnership. Flexiroam's future promotions will also be shared on AroiMakMak's website.

Cheo Ming Shen, CEO of Netccentric Limited, said, "The similarities between AroiMakMak and Flexiroam's target audience present an ideal opportunity for both parties to synergise our efforts and increase our market competitiveness. By combining our travel expertise and Flexiroam's free roaming data, we will be able to give inbound travellers the best travel experience possible. This will further cement our position as the best one-stop travel guide for Bangkok, Seoul and Tokyo, and in turn, drive traffic and membership sign-ups for AroiMakMak."

"We're extremely excited to work with Netccentric to position Flexiroam X in front of millions of international travellers. We foresee a tremendous amount of synergy with

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AroiMakMak.com's core audience, who will be hungry for Flexiroam X's capability to deliver affordable roaming data to stay connected online to document their travels on social media" says Flexiroam CEO Jef Ong.

Thailand represents a significant market opportunity for Flexiroam as it is one of Asia's leading tourist hubs – the Thailand tourism market saw 29,881,091 inbound tourists in 2015. Through the partnership, Flexiroam will be leveraging on AroiMakMak's popularity to establish a strong presence in Asia and increase the number of "X" subscribers across the region. This in turn will lower the cost of customer acquisition and increase brand awareness.

For more information, please visit the websites of AroiMakMak (<http://aroiimakmak.com>) or Flexiroam (<http://www.flexiroamx.com>).

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About Netccentric Limited

Netccentric Limited is a digital media business established in 2006 and operates six businesses in the digital advertising sector across multiple geographies including Singapore, Malaysia, Australia, Philippines, China and the U.K. Netccentric provides advertisers with an innovative platform to connect advertisers with publishers and social influencers to promote their products and services. Its Display Ad Network and Influencer Platform spans over 950,000 blogs and 250,000 social influencers. Netccentric was listed on the ASX in July 2015.

About Flexiroam

FLEXIROAM (ASX: FRX) is a new breed of telecommunications company that enables travellers to bypass roaming charges around the world. The company unveiled its flagship data roaming product, FLEXIROAM X which allows users to earn up to 100GB of data to be used in 100 countries with plans which last up to 1 year. FLEXIROAM is an asset light telecommunication company which does not own physical infrastructure yet is able to connect to 580 network operations around the globe enabling its services to have access in over 200 countries and territories.

FLEXIROAM has saved millions in roaming charges for its over 1 million subscribers through its products which has radically changed the way people connect all over the world. Its partnerships with hundreds of travel industry partners across Asia Pacific, which includes global airlines, has enabled it to establish footprints in the region. The company was listed on the Australian Securities Exchange ("ASX") in June 2015 under the code FRX, and is today one of the fastest growing global virtual mobile operator in Asia Pacific.

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