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FLEXIROAM PARTNERS TO ENHANCE GLOBAL MOBILE DATA SERVICE WITH TRIPADVISOR CONTENT

Flexiroam Limited (ASX: FRX) is pleased to announce that its wholly owned subsidiary Flexiroam Asia Limited (“Flexiroam”) has signed an agreement with TripAdvisor Singapore Private Limited, subsidiary of TripAdvisor, Inc. (NASDAQ: TRIP). The partnership will allow Flexiroam to leverage on the TripAdvisor brand and its content to increase Flexiroam X subscribers.

TripAdvisor is the world’s largest travel site which offers advice from millions of travellers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites have 350 million average monthly unique visitors and reached 385 million reviews and opinions covering 6.6 million accommodations, restaurants and attractions.

The agreement grants Flexiroam nonexclusive and worldwide licenses which will allow Flexiroam to leverage the substantial branded content of TripAdvisor sites and integrate its App with the TripAdvisor platform to deliver location-based content to Flexiroam X users. Flexiroam has developed specific in-App features tailored for subscribers to access travel-related content provided by TripAdvisor. The display of licensed content will be subject to approval by TripAdvisor in accordance with specific policies.

Under the agreement, Flexiroam is subject to an exclusivity clause which will remain in place for the duration of the agreement. The agreement has an initial term of one year which will be automatically renewed for a further two year period, unless terminated in accordance with the terms of the agreement.

TripAdvisor offers impressive visitors content and is a powerful way to market the Flexiroam brand name in the travel industry. The strategic partnership with an internationally recognised brand such as TripAdvisor is a great way to increase trust and brand awareness for Flexiroam in the global travel market.

Aaron Hung, Director of Partnerships of Asia Pacific, TripAdvisor adds “TripAdvisor aims to be the best source of information for travellers who are on the go. In a world where data roaming is invaluable to those who travel frequently, being able to share our content with Flexiroam subscribers in this way will no doubt help travellers get and make the most out of their trips.”

Flexiroam continues to be aggressive with its marketing campaigns to acquire subscribers and increase geographic reach. Jef Ong, Managing Director adds “Having our brand associated with TripAdvisor is in line with our global subscriber acquisition strategy. We can now leverage on the TripAdvisor brand in our marketing collaterals to increase sales and partnerships.”

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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 over 100 countries with plans which last up to 1 year. FLEXIROAM is an asset light telecommunications company which does not own physical infrastructure yet is able to connect to 580 network operations around the globe enabling network coverage in over 200 countries, and data roaming coverage with Flexiroam X over 100 countries.

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