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FLEXIROAM SIGNS EXCLUSIVE DISTRIBUTION AGREEMENT IN BOLIVIA

Flexiroam Limited is pleased to announce that its wholly owned subsidiary, Flexiroam Asia Limited, ("FLEXIROAM"), has signed an exclusive distribution agreement with Blue Telecom Bolivia ("Blue Telecom").

Blue Telecom is a veteran in Bolivia's telecommunications industry and is a national and international benchmark for knowledge and access to the telecommunications market in Bolivia.

The rights to exclusively distribute Flexiroam X in Bolivia have been awarded to Blue Telecom for a period of 2 years. Blue Telecom has committed to purchasing 10,000 Flexiroam X microchips over the first 5 months of the partnership.

The partnership with Blue Telecom aligns with Flexiroam's strategy of partnering with local telecommunications distributors worldwide, a strategy designed to provide Flexiroam with a much stronger global presence. Local industry leaders such as Blue Telecom typically partner with local vendors such as airlines, tour agencies and other tourist operators, giving Flexiroam greater leverage in its push to become the first choice of travellers for global data roaming solutions. In the case of Bolivia, Flexiroam does not have the capacity to enter the market directly, and partnering with a major player who is prepared to take a risk in committing to the new Flexiroam X product is a pleasing affirmation of the Company's technology.

"We tested out the product ourselves and it worked perfectly well. We have also been in touch with some people that were already using the microchips and as we see also, they do work very well. Our Idea is to establish agreements with airlines, tourism agencies, schools, NGOs, government, hotels and airport dealers. Despite the tight regulations locally, we will really make a great effort to expand Flexiroam use in Bolivia," said Marcelo Claire, CEO of Blue Telecom Bolivia.

Jef Ong, the Managing Director of Flexiroam, added "entering into distributorships such as the one with Blue Telecom is undoubtedly the most effective means of gaining market share, and we are extremely pleased that Blue Telecom has taken Flexiroam X on board at this time".

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ABOUT FLEXIROAM LIMITED

FLEXIROAM (ASX: FRX) is a global mobile virtual network operator that aims to excel in serving all mobile users with the best data experience worldwide. Flexiroam X is an ultra-thin microchip technology that attaches to a user's existing SIM which provides easy and secure data access. Flexiroam currently has coverage in over 130 countries and has access to over 580 network operators globally. Flexiroam works with over 100 travel industry partners to serve customers from over 50 countries. For more information visit investors.flexiroam.com.

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Disclaimer

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