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Company Announcements Office
ASX Limited

FLEXIROAM LAUNCHES NEW MOBILE APP TO ELIMINATE ‘BILL SHOCK’

Highlights:

- Free Flexiroam App is immediately available on Android and iOS platform which accounts for over 96 per cent of 2.6 billion smartphone users globally.
- Flexiroam generated over 200,000 downloads to date.
- Flexiroam App users able to purchase dedicated local numbers from up to 55 different countries, giving users an instant global presence for as low as US\$1 per month.
- Flexiroam App features off-net calls enabling calls from app to landlines and international numbers for as little as US\$0.01 a minute.
- Users that download the app today receive free US\$5 credit (24 Nov. 3.00am – 25 Nov. 2.59am AEDT / 24 Nov. 12.00am – 24 Nov. 11.59pm AWST).

Flexiroam Limited (“the Company”) today announced its wholly owned subsidiary Flexiroam Sdn Bhd (“Flexiroam”) has launched its new free smart roaming mobile application for Android and iOS. The Flexiroam App empowers travellers to stay connected whilst abroad or at home, without incurring excessive roaming fees or international call charges. Users that download the app today (24 Nov. 11.00am – 25 Nov. 10.59pm AEDT / 24 Nov. 8.00am – 25 Nov. 7.59am AWST) will receive free US\$5 credit.

According to Juniper Research, global roaming charges are estimated to cost travellers US\$80 billion annually by 2017¹. The Flexiroam App has been designed to help users avoid these high roaming costs associated with calling and messaging from abroad.

Users of Flexiroam App will be able to communicate with one another for free, over an Internet connection, using its in-built voice, video and messaging features. Additionally, the Flexiroam App will enable travellers to make calls to landline and mobile numbers worldwide for as little as US\$0.01 per minute. While overseas, the Flexiroam App serves as an affordable alternative for receiving calls.

“Our new app provides users with the complete global communication solution. We have given users every communication tool they need whether in their home country or while overseas, from voice and video calls to photo, location and media sharing. Its ability to connect users to all their contacts, irrespective of whether they are Flexiroam App users or not, will be a real attraction for consumers” says Jef Ong, CEO of Flexiroam.

Users of the Flexiroam App will no longer have to miss a call again. In fact, the Flexiroam App comes with voicemail functionality: records voicemail messages left by contacts when user is offline, and delivers it directly to user instantly via both user’s email and the app, for free.

The Flexiroam App has built-in security features, encrypting calls and messages using one of the most secured protocols today – Transport Layer Security 1.2 (TLS 1.2). This enables travellers to comfortably use the app on public Wi-Fi or any other shared internet hotspot, without the fear unauthorised

¹ <http://www.brandnewmobiles.co.uk/news/mobile-data-to-account-for-40-roaming-revenues/>

eavesdropping, data tampering and message forgery. This makes the app the perfect solution for travellers who require secure communications whilst abroad.

“Our app is unique to the market, offering all the standard communication features, as well as many other features not offered traditionally by other providers. The Flexiroam App will complement and add value to our current and future offerings, providing overseas travellers a complete connectivity solution for both voice and data,” says Jef Ong.

The Flexiroam App allows subscribers to purchase multiple international numbers from over 55 countries worldwide, providing the widest coverage of international numbers globally on a mobile application. The Flexiroam App stores the numbers and enables travellers to make and take calls at the local rate. This offers international business users the opportunity to have real numbers from different countries, converged on one application in a matter of seconds. Customers can then contact the user at the local rate, irrespective of the country user is in at the point of the call.

It is not only businesses that can benefit from this technology. It is well suited to students studying abroad, expatriates working overseas, frequent flyers or even parents with children studying abroad. Purchasing an international number from Flexiroam can be up to 85 per cent cheaper compared skype⁴, making the Flexiroam App the most affordable solution for gaining virtual presence abroad.

“Not only is our app the perfect companion for leisure travellers, it is also designed with the business user in mind. As businesses continue to globalize, it is becoming increasingly imperative to have a presence in markets which they operate. The Flexiroam App offers an easy solution for businesses to have virtual presence in their desired countries at a significantly lower price point compared to opening a physical office. It also provides cost savings to consumers who travel abroad or often communicate with friends and family worldwide,” says Ong.

In addition to its features, the App has been optimised with a sophisticated data compression technology. This voice and video compression technology automatically adjusts the bandwidth consumption according to the mobile internet speeds available. This makes it the ideal solution for travellers to developing nations in the Asia Pacific region with low bandwidth environments.

“With roaming costs remaining excessive in the region and budget travel continuing to increase, we wanted to provide travellers with an affordable, high-quality option to connect and communicate with their contacts abroad. Whether you’re on 2G, 3G, 4G or Wi-Fi, you can receive the best quality at the lowest costs when making and receiving voice and video calls using our new App,” says Ong.

The Flexiroam App will help continue Flexiroam’s growth globally, as iOS and Android account for over 96 per cent of smartphone users worldwide, according to IDC². The launch further grows Flexiroam’s addressable market, market opportunities and revenue opportunities moving forwards. By virtue of allowing users to make off-network calls (i.e. communications with non-app mobile users or landline) anywhere in the world, the Flexiroam App immediately exposes Flexiroam to a market projected to generate an annual revenue of US\$53.7 billion in 2017³. Following the apps soft launch in October on Android, it has achieved over 200,000 downloads to date.

² <http://www.idc.com/prodserv/smartphone-os-market-share.jsp>

³ <http://www.marketwired.com/press-release/analyst-research-finds-ott-communications-market-to-be-worth-537-billion-by-2017-1834916.htm>

⁴ Comparison is based on internal research done with information obtained from Skype official website on 2 Nov 2015

“We are looking forward to the next stage of our development, following the launch of the Flexiroam App. It has opened up our addressable market, enabling us to acquire customers globally at a rapid pace. We want to continue to build on our growth since our IPO and have further products coming down the pipe that will cement our place as a leading mobile roaming provider,” concluded Ong

Pricing

Available for both Android and iOS immediately, the new Flexiroam App is downloadable from the app stores for free. Once you have set up an account, calls can be made through the app from as little as US\$0.01 per minute to a selected country. Dedicated international line rental from over 55 countries can also be purchased directly through the app from as little as US\$1 per month for each line/number rented. Users can also use voice and messaging service for free when contacting other Flexiroam App users over the internet.

-ENDS-

For further information, please contact:

Ash Plaskett

PPR

P +61 2 9818 0929

M +61 4 0135 6664

E ash.plaskett@ppr.com.au

Jef Ong

Managing Director

P +60 3 2054 0888

M +6016 328 9941

E jef@flexiroam.com

About Flexiroam Sdn Bhd

Flexiroam is a leading prepaid international mobile roaming service provider focused on allowing consumers to stay connected to their home country, using their existing number, while traveling overseas. Through its innovative wholly-owned technologies, Flexiroam offers international outbound travellers worldwide unlimited flat-rate voice and data roaming services in over 200 countries and territories. To date, Flexiroam has saved global travellers over USD5.5 million on roaming charges.

Flexiroam listed on the Australian Securities Exchange (“ASX”) in June 2015, with the goal of rapid growth and global expansion. Flexiroam has over 400,000 subscribers and partnerships with over 100 travel agencies and is poised to become a formidable name in the international mobile roaming marketplace.