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FLEXIROAM SIGNS FIRST EUROPEAN IOT WHITE LABEL RESELLER

Key highlights:

- Netherlands based independent IoT system integrator Thingsdata have signed up for a white label Plug and Play IoT solution for resell data sensors in Europe market
- The white labeled product will see Thingsdata build its own brand powered by Flexiroam
- Established in 2015, Thingsdata provides IoT hardware, sensors and connectivity across numerous verticals, including Energy data, logistics, payment terminals, parking meters, water monitoring, industrial IoT and others
- Flexiroam's first European IoT client and initial Plug and Play client, following the product launch in December 2021
- Agreement is for 5 years and will provide A$25k of revenue from the initial purchase of SIM cards and 500mb data packs

Flexiroam Limited (ASX: FRX) (**Flexiroam** or the) **Company** is pleased to announce that it has signed a commercial agreement with Netherlands based Internet of Things (IoT) integrator Thingsdata. Under the agreement, Flexiroam will supply Plug and Play IoT SIM cards to provide connectivity to IoT data sensors. The contract has a term of 5 years, unless it is terminated by either party providing at least thirty (30) days' notice prior to the expiry of the term. The initial purchase of SIM cards and 500mb data packs will generate A$25k in revenue, which is expected to substantially scale over time as connectivity is rolled out to additional devices, and from data top ups.

Flexiroam Chief Executive Officer Marc Barnett said: "I am pleased that Thingsdata have selected Flexiroam's Plug and Play IoT SIM cards to provide connectivity to data sensors. The agreement is an important milestone for Flexiroam as it marks our initial entry into the European market, where we have built a sales team, headed by our Chief Revenue Officer, Joost Cordes. Thingsdata are also our initial Plug and Play customer, signing within a month of us launching the product.

Thingsdata is an IoT integrator, providing solutions across a vast number of verticals, including energy data, logistics, payment terminals, parking systems, smart agriculture and many others. Providing guaranteed device connectivity is a critical part of Thingsdata and Flexiroam plays an important role in ensuring devices stay connected to the best possible network.

"By offering a cost effective, long-term solution for connectivity, we are assisting companies to transition to smart devices and enhance their businesses. Our Plug and Play offering makes it easy for enterprises to connect devices, for a flat fee per device. Initial enquiry volume indicates that the product will provide substantial long term growth opportunities for Flexiroam.

"This deal helps showcase the breadth of IoT connectivity applications our network can power, given the large number of use cases covered by Thingsdata. Our sales team is building a strong pipeline of IoT connectivity solutions, with Plug and Play providing an ideal solution for low data consumption use cases, while further opening new opportunities for larger bespoke solutions."

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AUTHORISED BY THE BOARD OF DIRECTORS

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ABOUT FLEXIROAM

Founded in 2011 by Jefrey Ong, CIO and Executive Director, Flexiroam Limited (ASX:FRX) started with a mission to push the boundaries of communications. What began as a solution for travellers needing seamless mobile data at competitive rates, has evolved beyond the consumer travel market.

Flexiroam provides connectivity across any device, in any part of the world for any application. The Company is a superconnector for people and machines globally. Flexiroam's versatile network now spans across 520 network operators in over 200 countries and territories, making it the preferred service for consumers and businesses worldwide.

For further information, please visit https://www.flexiroam.com/