

4 July 2016

**FLEXIROAM BEGINS SHIPPING “X” WORLDWIDE****Highlights:**

- “X” wins positive response in the initial launch markets.
- More than 10% of users who downloaded “X” app have converted to paying customers.
- Australia has the highest number of conversions from free to paid subscribers with 40% of the app users signed up to the yearly membership.
- The Company begins aggressive marketing campaign and shipping to 80 countries on 4 July 2016.

Flexiroam Limited (ASX: FRX) is pleased to announce that its flagship data roaming product, FLEXIROAM X, has seen a positive response with early traction following its launch on 1 June 2016.

“X” is a smartphone application that works together with a thin, microchip embedded film.

The “X” microchip only requires a one time application on a user’s SIM to enable access to FLEXIROAM’s affordable data roaming networks in 100 countries. Through the app, users can purchase an annual membership subscription for as low as USD 9.99 providing them with the ability to utilise free data which can be earned through the application’s features.

In the initial 8 markets it was launched, “X” has received positive validation with good responses from customers. To date, more than 10% of users who have downloaded the app have purchased either an annual subscription or 1GB data bundles. Almost 40% of X sales came from Australia, the 2nd most number of paying customers after Malaysia. The Company also had strong sales in Singapore and Indonesia.

The Company has sold 25,474 GB with customers having consumed a total of 174 GB of roaming data to date. The feedback from customers has been positive. Through its patent pending technology FTS (Flexiroam Tracking System), the Company is able to monitor and analyse the consumption of the data by customers, allowing better management of margins and facilitating negotiation of better deals with roaming partners.

FLEXIROAM CEO, Jef Ong adds, “Now that we have validated the product with positive traction in Australia, we will deploy larger scale marketing campaigns across the world. The team will continue to focus on improving the app, bring new and exciting features and forging new partnerships within the travel industry”.

Following the current success of FLEXIROAM X, the Company will begin shipping across the globe on 4 July 2016. Travellers in over 80 countries will now be able to order X and have it delivered to their doorstep within 7 working days. Readers can find “X”’s updated service availability through the official website, <http://www.flexiroamx.com/>

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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 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 in 100 countries.

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 operators in Asia Pacific.