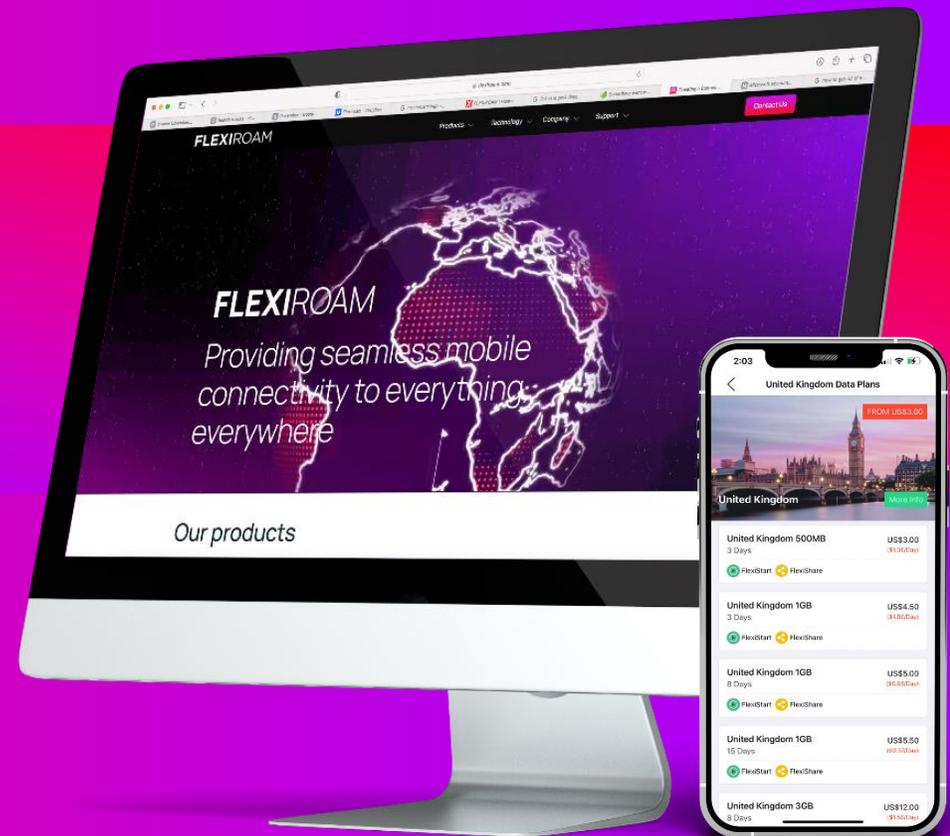


# FLEXIROAM

( ASX:FRX )

FY24 – Q1 Investor Webinar  
26 October 2023

Marc Barnett, CEO



# FLEXIROAM

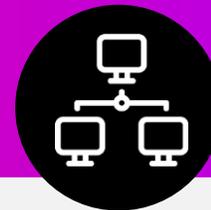
*Flexiroam Limited (ASX:FRX) provides connectivity across any device, in any part of the world for any application. The Company is a superconnector for people and machines globally. Flexiroam's versatile network now spans across 520 network operators in over 190 countries and territories, making it the preferred service for consumers and businesses worldwide.*



**1 of 19 Apple certified  
Global eSIM service providers**



**Global offices across Europe  
and South East Asia**



**Enterprise-grade solutions  
for businesses**



**Access to over 520 networks across  
190+ countries and territories**

# **Overview: Summarising the progress made in Q1 FY24**

## **Strong Financial Performance**

- Revenue of A\$3.7M, up 32% QoQ (Q4: A\$2.76M) and 75% YoY
- Cash receipts of A\$3.0M, up 21% QoQ (Q4: A\$2.5M) and 24% YoY
- Gross Profit of A\$2.3M, up 62% QoQ (Q3: A\$1.4k) and 398% YoY
- Q1 operating cash burn of A\$217k, 61% lower QoQ (Q3: A\$553k) and 64% YoY
- Cash balance as at 30 September of A\$1.1M

## **Continued Operational Success**

- Cost per GB reduced by a further 12% from June to September and down 51% YoY
- Key metrics remain positive, with highest Monthly Active Users (39k) and New Paying Users (24.1k) in a quarter
- Customer service metrics improved, with lower response times and higher CSAT ratings
- More competitive pricing rolled out across 55 data plans following data cost reductions
- Provided connectivity to users from 173 countries in 160 destinations
- New CFO, Aik Kuang Heng, appointed and onboarded

# **Overview: Summarising the progress made in Q1 FY24**

## **Expanding Partnerships**

- Agreement with Beam to provide connectivity solutions to urban mobility vehicles across Asia Pacific
- White-label reseller agreement with Telesur, Suriname's leading communications provider
- Expansion of Mastercard partnership to 3.5M cardholders (up 450% from July 2022)
- Onboarded Miles and More (Lufthansa's frequent flyer program), as part of the Mastercard rollout in Germany
- Expanded agreement with GHL to provide connectivity to an additional 8,000 terminals (rolled out across Q1)
- Agreement with ExpressVPN to provide a 30-day free trial to all purchasing Flexiroam users

## **Product Improvements**

- Commenced redesign of Flexiroam app and website, to go live in Q4 FY24
- Launched improved customer chatbot, reducing the overall volume of tickets
- Rolled out improvements to the Mastercard customer journey, resulting in a significant uplift in redemptions
- Enhanced subscription features for IoT and Enterprise customers and improved overall code efficiency
- Integrated new connectivity platform for subscription customers
- Significant progress in portal consolidation, with completion expected by Q3 FY24

# Q1 Product Outcomes

Flexiroam has made significant progress in R&D to further enhance its position as a leader in the data roaming and eSIM space

Progress and outcomes in Q1 FY2024:

## Commenced redesign of new app and website

- New app and website will feature a sleeker and more modern design
- New elements and features to suit travelers with added ancillary product lines and user benefits

## Launched improved customer chatbot

- Chatbot has significantly reduced overall ticket volume
- Further enhancements to be rolled out in Q2

## Improvements to the Mastercard customer journey

- Uplift in overall redemptions and percentage of eligible holders redeeming
- Further rollouts and expansions being scoped

## Enhanced subscription features for IoT and Enterprise customers and improved overall code efficiency

- Developed auto-top up and whitelisting control features for customer's user subscription management
- Increased data and platform security to comply with requirements across specific customer segments

## Significant progress in portal consolidation, with completion expected by Jan 2024

- Completed design and architecture of consolidated portal
- Developed new APIs for feature expansions and seamless transitions

# Defining the key priorities for the remainder of FY24

The key areas of focus in FY24 are outlined below and internally are divided in revenue-driving, cost-saving and development streams

## Completion of the new Flexiroam app, fully integrated with the web experience

- Timely develop of the redesigned app and the full integration of the new code-base with Flexiroam's backend management and reporting functions and features

## Full consolidation of customer portals for streamlined development and product deployment

- The architecture of the consolidated platform will enable effective product deployment and advanced feature development
- World-class scalability and monitoring

## Develop advanced charging features for IoT resellers, streamlining internal processes for Flexiroam and resellers

- The feature aims to reduce the barrier of entry for IoT resellers, providing a self-service, prepaid charging model that reduces the need for manual invoicing (particularly for additional IoT charges) and suspensions
- The feature creates a scalable, self-servicing IoT product, which will greatly help with scaling with smaller IoT businesses

## Flexiroam to be available in over 70 languages

- Through the simplification of the customer journey, users will experience all Flexiroam touchpoints in their preferred language (app, emails, customer service, phone settings)

## Continued improvement of security and latency of platform and applications

- Increase data and platform security across the board to comply with requirements from specific customer segments

# Operations: Improving our customer's experience – progress since Apr-23



**Develop comprehensive chatbot in preparation for growth in users**



**Increase size of customer service team to improve capacity of 24/7 support**



**Enhancement to user guides and FAQs**



**Redesigning of the Flexiroam app**

## Progress

Preliminary chatbot has been implemented, resulting in quicker first response times and reduced manpower requirements

Expanded the team sufficiently, decreasing average response times by 70%

Developed a new help center with updated guides and FAQs.  
Enhanced information available in user guides and in-app user interface

In Design and Discovery phase

## Next Steps

Establish and implement a comprehensive chatbot prompt logic to be used for automation

Improve training and onboarding material through an iterative process

Continue to evaluate user feedback and improve on the customer experience.  
Increase the number of languages available

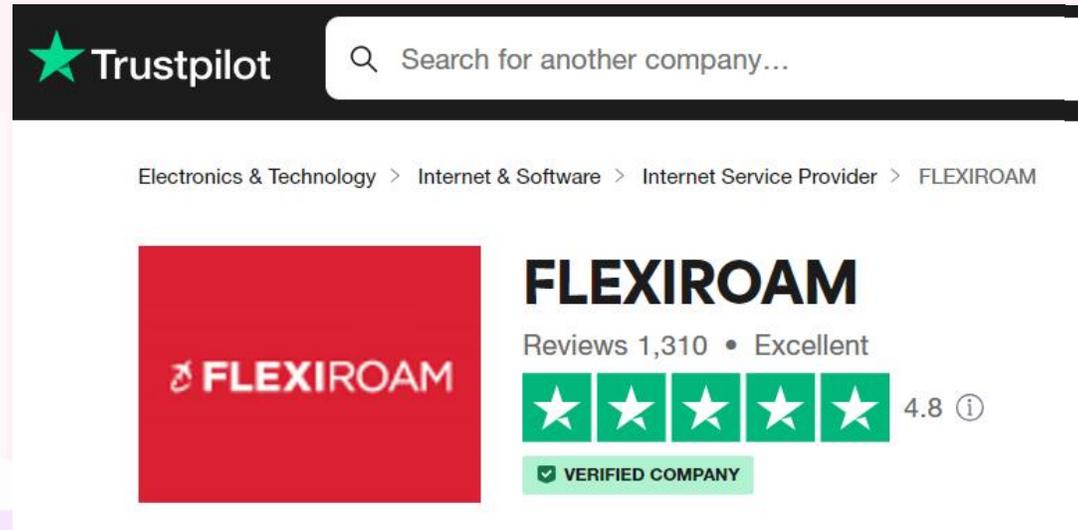
Continue to develop logic and graphical mock-ups, bringing new and improved features and experiences to our customers



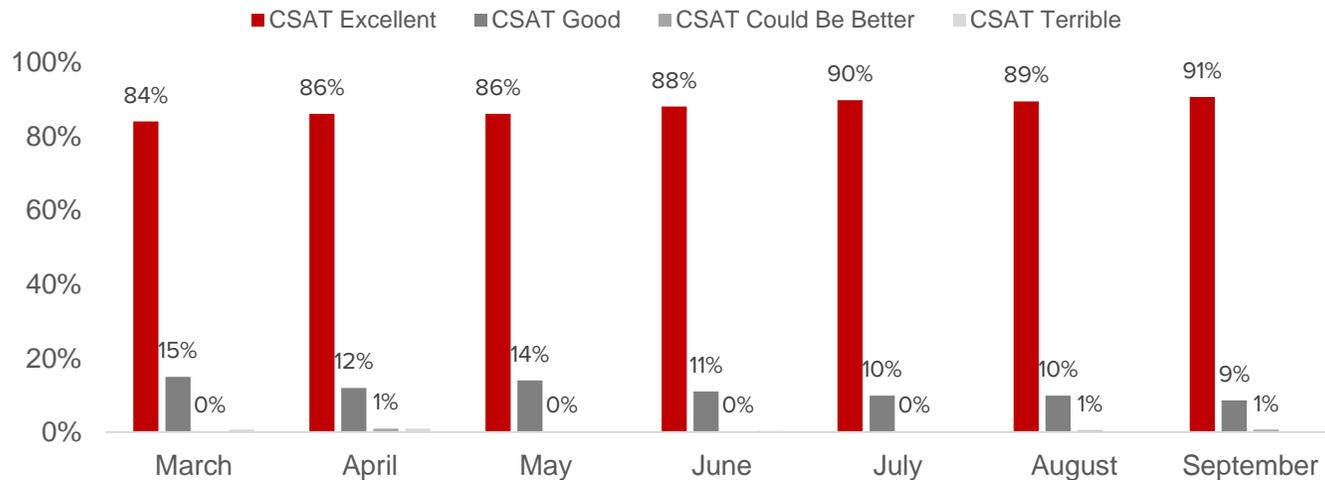
# Operations: Improvements in Trustpilot rating to 4.8 stars

Continued improvements across all customer metrics reflected in app and customer satisfaction ratings

Reduced average response times and average resolution times by 75% and 67% QoQ respectively



Customer Satisfaction Score (CSAT)



Flexiroam continues to rank #1 among all competitors on Trustpilot and with Appstore and Playstore ratings improving globally

## **Mastercard partnership continues to grow, with eligible cardholders up 450% since July 2022 with new expansions in the pipeline**

Positive organic growth of eligible cardholders in APAC across existing banks.

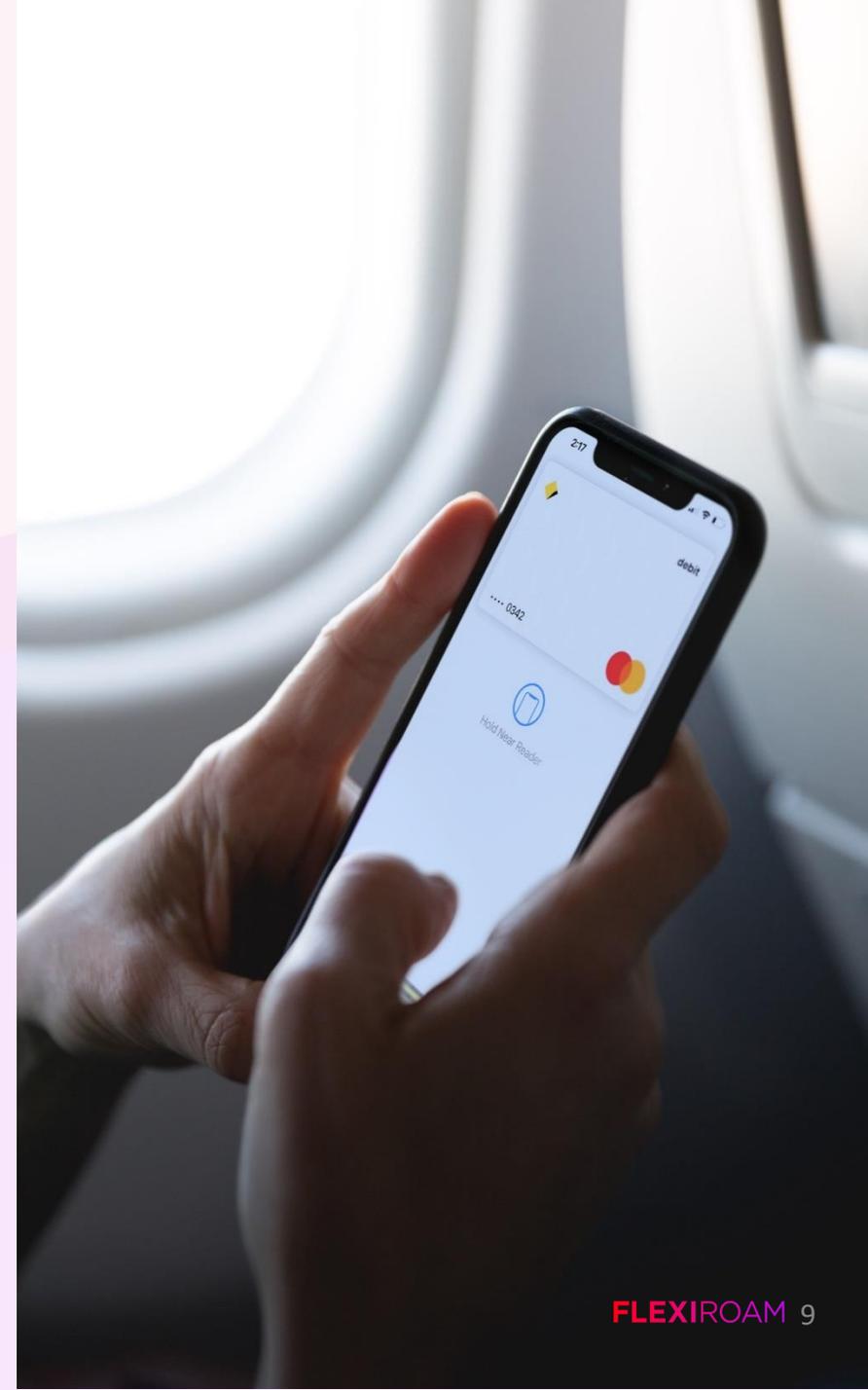
9 additional banks scheduled to be onboarded in the next 3 months, across Taiwan, Singapore, Hong Kong and Thailand

Live in Eastern Europe and Middle East across 292 banks in 39 countries, covering 1.5 million cardholders, ahead of initial deal estimates

Launched partnership with Lufthansa Group's loyalty and rewards programme, Miles and More in Germany, bringing the total eligible cardholders in Europe to 500k

Growing interest for Global Data Roaming products across Latin America, Canada and China.

Progressive conversations across all 3 key target regions, aiming to go live by Q4 FY24



## Summary of Key Deals in Q1

The logo for GHL, consisting of the letters 'GHL' in a bold, black, sans-serif font, enclosed within a blue square frame that is open on the right side.

- Signed an expansion agreement with GHL, a leading payment solutions provider in Southeast Asia
- 8,000 SIMs rolled out over Q1 with a minimum lock-in period of 2 years
- The expansion agreement strengthens the long-term partnership

The logo for beam, featuring the word 'beam' in a white, lowercase, sans-serif font, centered within a solid blue square.

- Signed an enterprise agreement with Beam Mobility, a global mobility company operating in over 60 cities across Asia Pacific
- Under the agreement, Beam will become a subscription-based Enterprise Solutions client of Flexiroam, who will provide high speed and reliable connectivity for Beam's scooters, bikes and mopeds

The logo for Etihad, featuring the word 'الإتجاه' in Arabic calligraphy above the word 'ETIHAD' in a bold, gold, sans-serif font.

- Renewed agreement with Etihad, providing global connectivity for its loadmasters in the cargo division
- Opportunity to expand the service across other functions within the aircraft carrier

Reference:

1 : Media Release "Flexiroam Signs Enterprise Agreement with Beam" dated 29 August 2023

2. Media Release "Flexiroam Expands Agreement With GHL For Enhanced Payment Connectivity In Malaysia" dated 6 September 2023

## Summary of Key Deals in Q1



- Signed IoT connectivity agreement with Compass Cargo, a Bulgarian-based airline logistics company
- Under the agreement, Flexiroam will provide globally IoT connectivity to its fleet's electronic flight bags ("EFB")



- Cludes is a German-based roaming connectivity reseller focused on Korean data plans
- Under the agreement, the eSIMs and data plans sold by Cludes will be powered by Flexiroam connectivity



- Signed reseller agreement with Telesur, Suriname's leading, full-service digital communications provider. The partnership will see Flexiroam's eSIM and data plans sold as Telesur's branded product through its self-service portal and app
- Telesur has an established network of customers that Flexiroam expects to leverage to further increase its market share and brand exposure globally

Reference:

1 : Media Release "Flexiroam Signs White Label Reseller Agreement with Telesur" dated 20 September 2023

# Emirates renews Master Service Agreement, featured from Nov–Jan

## Contract Extension

Flexiroam has renewed its partnership agreement with Emirates in September, with a feature in its EmiratesRED channels from November through to January



## In-flight demand:

35% physical SIM

65% eSIM

## Renewal Statistics

Repurchase rates remain promising, with 31% of users onboarded through Emirates making a top-up. Close to 50% of these users have gone on to repurchase more than once. Flexiroam continues to explore ways to unlock the acquisition potential with Emirates and feel positive about the overall partnership to date

**Travel SIMplified**  
THE WORLDS MOST TRUSTED eSIM KEEPS YOU CONNECTED

Trustpilot  
★★★★★ 4.8

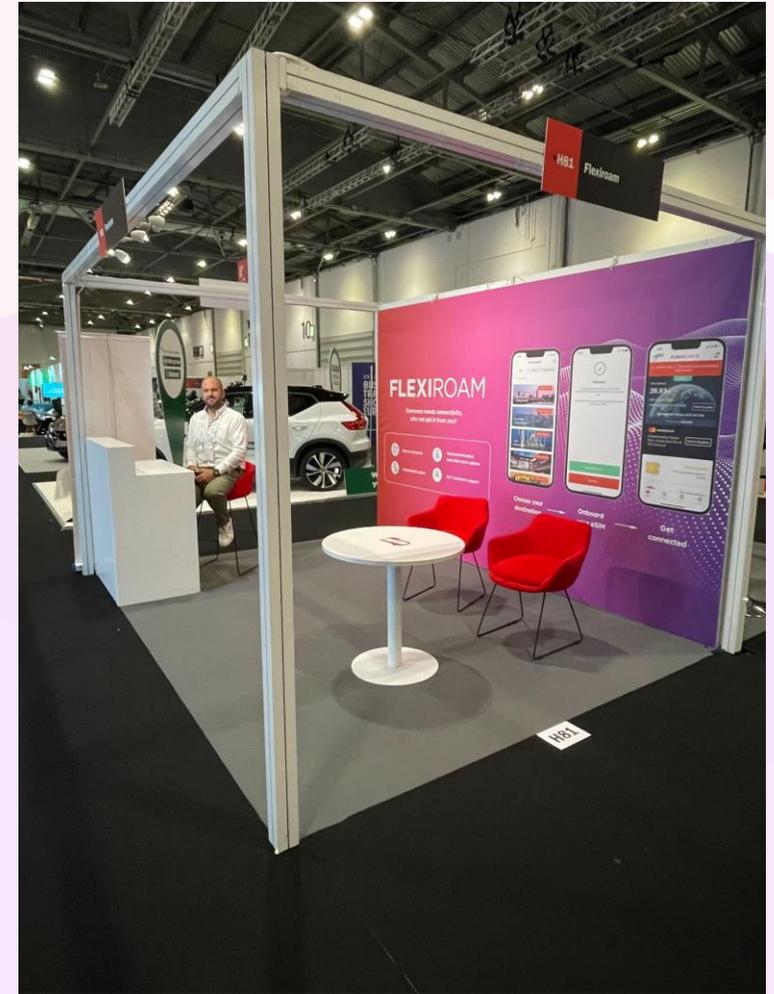
**FLEXIROAM**

# London Business Travel Show 2023 and FTE Dublin 2023

Flexiroam participated in 2 travel exhibitions in the last 6 months, capitalising on the opportunity to meet with existing customers and new businesses looking for bespoke connectivity solutions

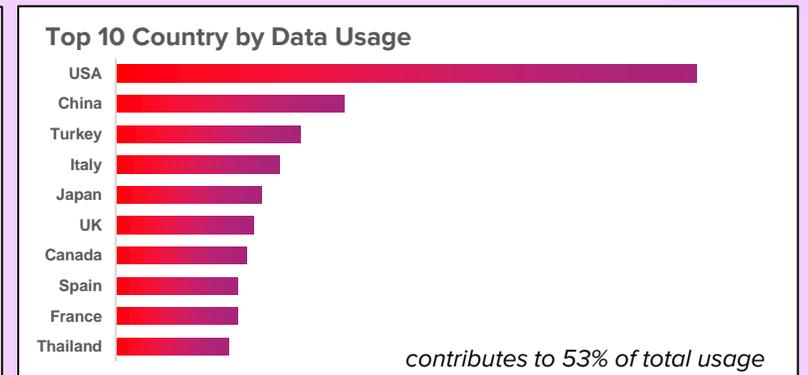
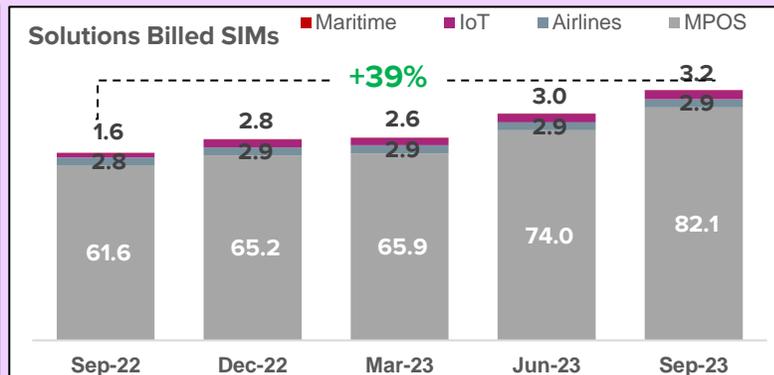
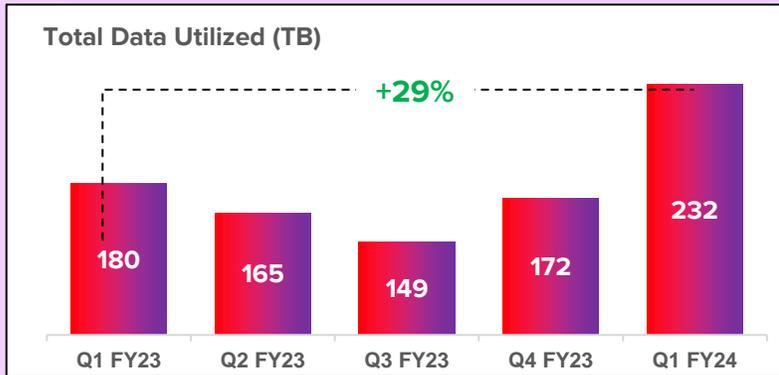
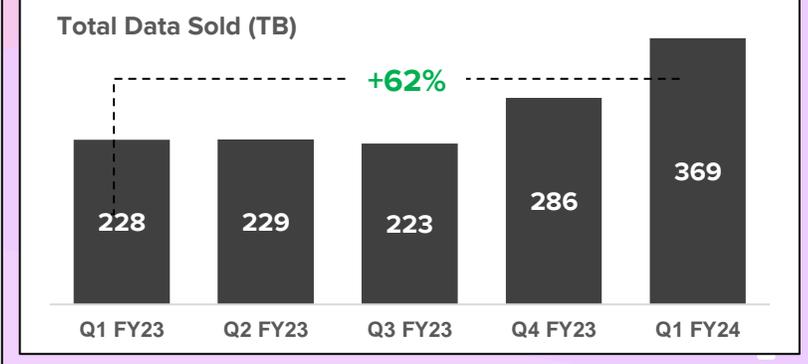
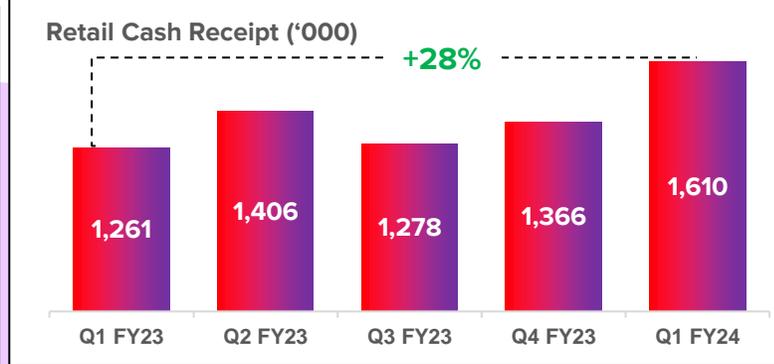
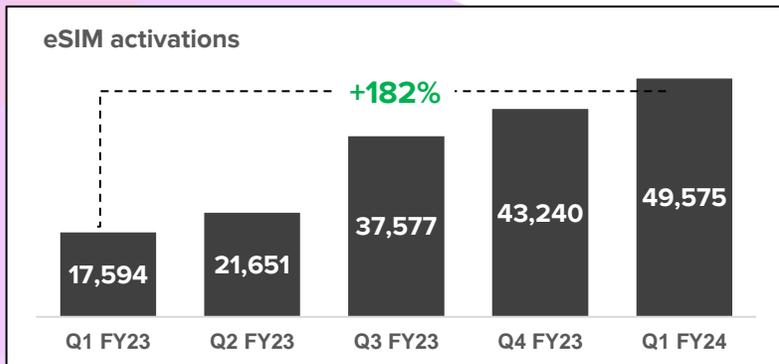
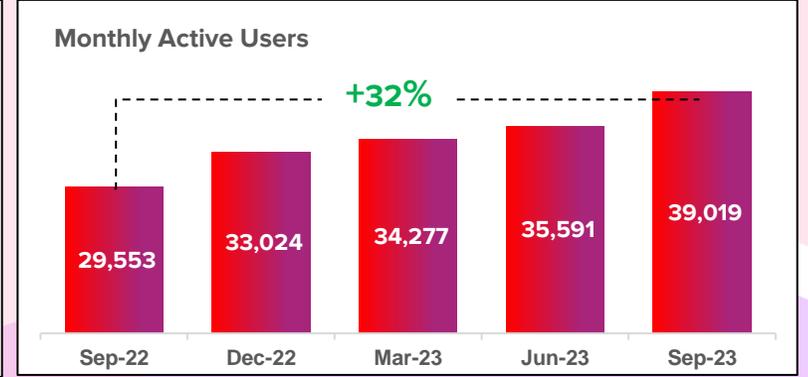
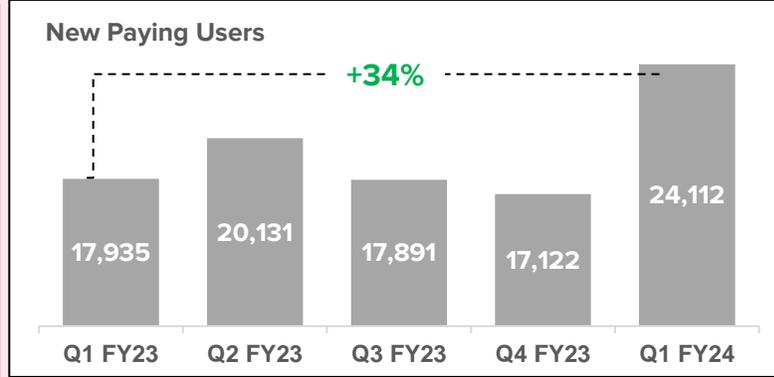
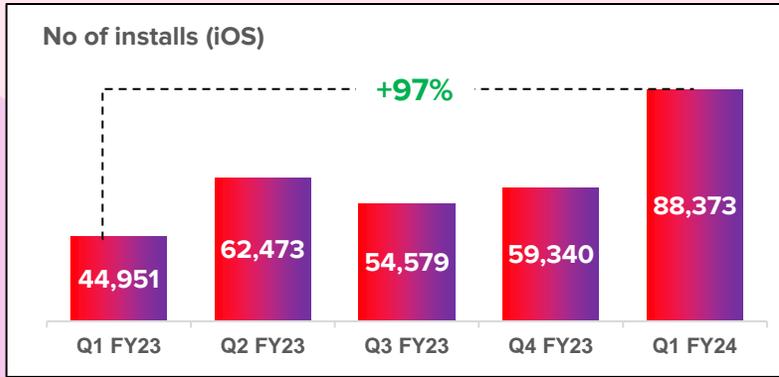


Future Trend Exhibition – Ancillary & Retailing (May 2023)



London Business Travel Show (June 2023)

# Key metrics continue to grow, producing record results for Q1 FY24



## Financials | Q1-FY24 Key Highlights

Revenue up 71% YoY, Cash receipts up 24% YoY, driven by growth in both retail and B2B

in AUD'000	Q1FY23	Q4 FY23	Q1FY24	% Year-on-Year		% Qtr-on-Qtr	
Revenue – Retail	1,547	1,895	2,255	46%		19%	
Revenue – B2B	536	868	1,395	160%		61%	
Revenue – Other revenue	52	8	6	-88%		-19%	
<b>Revenue</b>	<b>2,135</b>	<b>2,772</b>	<b>3,656</b>	<b>71%</b>		<b>32%</b>	
Cash Receipts – Retail	1,814	2,009	2,422	33%		21%	
Cash Receipts – B2B	645	510	622	-4%		22%	
Cash receipts – Other revenue	22	23	6	-72%		-73%	
<b>Cash Receipts</b>	<b>2,459</b>	<b>2,519</b>	<b>3,044</b>	<b>24%</b>		<b>21%</b>	

# Key Takeaways

- ✓ Continued reductions in data costs and improved marketing efficiency has led to ongoing positive unit economics, with expected cash flow breakeven in Q3 FY24
- ✓ B2B revenue continues to grow with the expansion of existing agreements and the addition of new partnerships. Flexiroam's focus on key segments such as Aviation, Terminal Enablement and Enterprise is driving growth
- ✓ The global partnership with Mastercard continues to expand across new and existing regions, with additional opportunities in China, LATAM and Canada in discussion. Co-Marketing opportunities are being explored in MENA and APAC to drive the partnership to the wider cardholder base
- ✓ The new Flexiroam Chatbot has launched and is having a positive impact by reducing the overall volume of tickets, improving response times and further enhancing the satisfaction of customers. Further enhancements to the customer experience, including simplifying the onboarding journey and rolling out a new app will follow over the next 2 quarters
- ✓ Key business metrics continue to grow with record results in retail cash receipts, monthly active users, overall data usage and data sold, leading to better than expected financial results for FY24



# **Disclaimer**

This presentation has been prepared by FLEXIROAM Limited (the “Company”). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise), or under the Australian Securities and Investments Commission Act 2001, Corporations Act 2001, Competition and Consumer Act 2010 or any corresponding provision of any Australian state or territory legislation (or the law of any similar legislation in any other jurisdiction), or similar provision under any applicable law.

Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.

Nothing in this material should be construed as either an offer to sell or a solicitation off an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

## **Forward Looking Statements**

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company (“Forward-Looking Statements”. Those Forward-Looking Statements may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks.

The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation of warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved. Given the risks and uncertainties that may cause the Company’s actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these Forward-Looking Statements. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

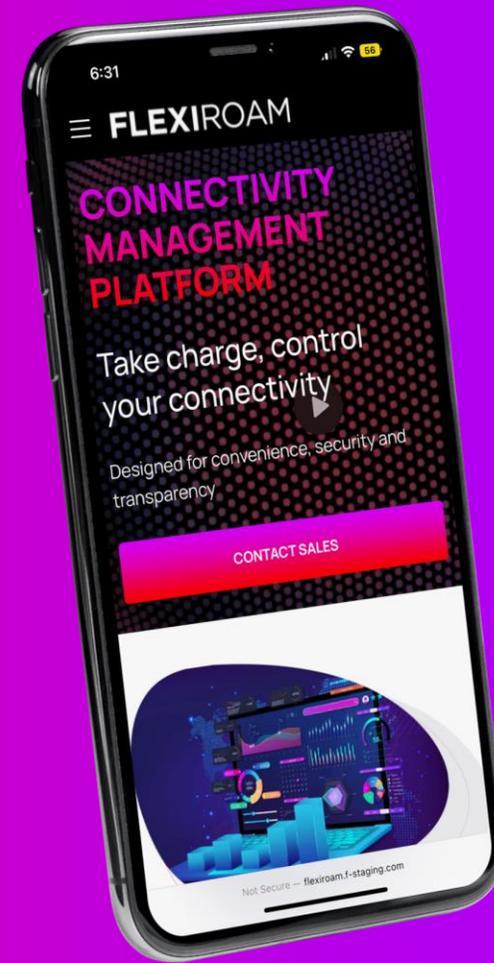
**FLEXIROAM**

*Let's get connected!*

✉ [investor@flexiroam.com](mailto:investor@flexiroam.com)

🌐 [www.flexiroam.com](http://www.flexiroam.com)

📍 *Australia*



📷 [@flexiroam](https://www.instagram.com/flexiroam)

🐦 [@flexiroam](https://www.twitter.com/flexiroam)