

23 June 2015

Company Announcements Office  
ASX Limited

## FLEXIROAM TO UNVEIL ROAM8 APP AT ESCHOLON ASIA SUMMIT

### Highlights

- Soft launch of FLEXIROAM's Roam8 App at Echelon Asia Summit 2015.
- Roam8 is a smart roaming mobile application for the fast growing Asia-Pacific frequent corporate traveller market.

FLEXIROAM is pleased to announce that it will commence the final phase for its new mobile app innovation for the international roaming market. Roam8, as it is known, is designed to meet the unique roaming needs of the corporate frequent traveller. The soft launch of the FLEXIROAM Roam8 app will be held at this year's Echelon Asia Summit, in Singapore from 23 to 24 June 2015.

The communication needs of today's frequent traveller are unique and so should be the solution designed to serve them, says Mr Nicholas Yeap, FLEXIROAM's VP of Sales & Marketing. Nicholas explained that "Today's frequent corporate travellers, especially from multi-national corporations and the enterprise market, need to have a multinational presence – a convenient means for their contacts to reach them at affordable rates, irrespective of what country they are in. However, the current solution of carrying multiple phones with different country numbers, is very inconvenient and impractical for frequent travellers. The Roam8 app is designed to provide simpler and more affordable solution for the corporate traveller."

The Roam8 app is an all-in-one roaming application for frequent travellers who additionally require multinational presence, i.e. multiple numbers for different countries all on one device.

Jef Ong, the CEO of FLEXIROAM also adds:

*Roam8 is designed to bring savings and convenience to both its users and their callers, irrespective of where users travel. Easy to carry, no need to change sim, cheaper and more convenient for others to reach you. This is definitely the one app that makes travellers a true global citizen.*

Upon launch, Roam8 will principally target frequent business travellers in the Asia-Pacific region, which has grown 7% annually<sup>1</sup> since 2011. This presents FLEXIROAM the opportunity to penetrate the Over-The-Top (OTT) Voice over Internet Protocol (VoIP) user market for travellers, which is projected to grow to USD479 billion by 2020<sup>2</sup>.

FLEXIROAM welcomes initial users to signup online via [www.flexiroam.com/roam8](http://www.flexiroam.com/roam8).

For further information please contact:

### Jef Ong

Managing Director  
P +60 3 2054 0888  
M +6016 328 9941  
[jef@flexiroam.com](mailto:jef@flexiroam.com)

<sup>1</sup> Craig Ryan (2014), "Corporate Travel: A focus on changing travel dynamics in Asia Pacific", URL: <http://goo.gl/fH09C2>

<sup>2</sup> [http://www.mobileum.com/traveler\\_analytics\\_infographics.php](http://www.mobileum.com/traveler_analytics_infographics.php)