



FLEXIROAM

THE SMARTEST WAY TO ROAM

INVESTOR PRESENTATION

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Our Company to Key Milestones



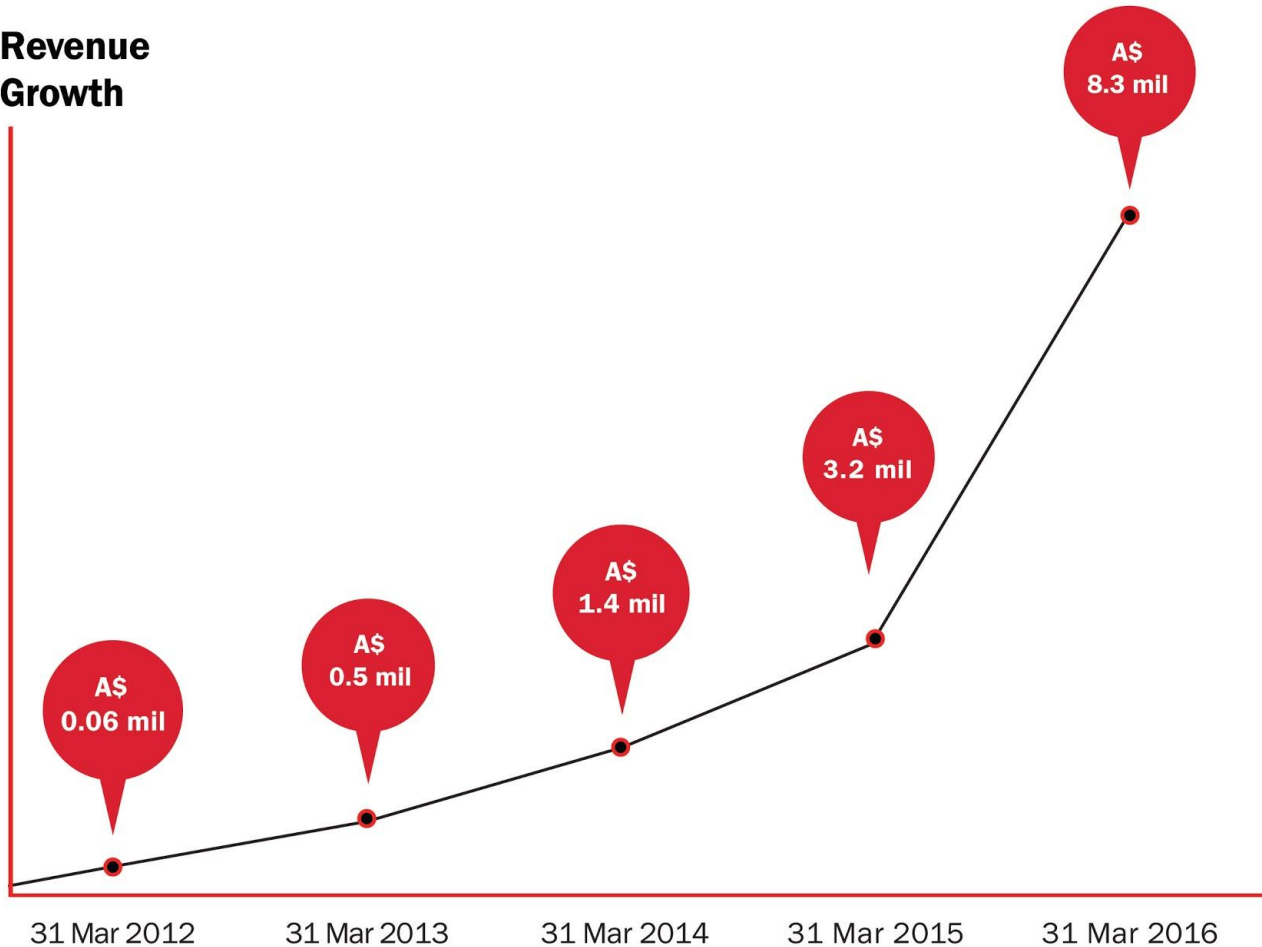
Evolving into a **Global Brand Name** for **telecommunication** in **less than 5 years**



- **FLEXIROAM (ASX:FRX)** is the **fastest growing budget roaming provider** in Asia Pacific, with about **800,000 subscribers**.
- **Offering smart roaming solutions** such as mobile applications, SIM cards, and roaming device to achieve **significant savings on voice and data roaming charges**.
- Delivered **A\$7.5 million (82%) savings** of the **A\$9.2 million** our customers would have spent on roaming.
- **Network coverage in over 200 countries** with access to **580 network providers globally**. **Data roaming coverage in 100 countries** with **Flexiroam X**.

Flexiroam Strategic Value

Revenue Growth



Source:

1. SPecommerce, Developing eCommerce Market Entry Strategies in Asia Pacific Advisory Report 2015:
<http://www.specommerce.com.s3.amazonaws.com/dl/wp/SingPost-eCommerce-Demandware-Advisory-Report-2015.pdf>

Disclaimer:

1. Revenue figures above are approximated values.

Competitive Advantage

- 1 Strategically Located in Asia Pacific**
Strategically located in a market which is expected to grow at 5.5% compounded annual growth rate (CAGR) to 2.4 billion smartphone users by 2020¹.
- 2 Positive Cash Position**
A\$6 million available to support subscribers growth.
- 3 Strong Revenue Growth**
Achieve revenue compounded annual growth rate (CAGR) of 243% over the past 4 years.
- 4 Well-Connected**
Partnership and affiliation with over 100 leading travel industry players such as airlines and travel agencies.

Scalable Business Model



Flexiroam
A\$30 million
(approx. valuation)

The fastest growing budget roaming provider, owns no telecommunication infrastructure.



U B E R

Uber
A\$80 billion
(approx. valuation)

The world's largest ride-sharing provider, owns no vehicles.



AirBnB
A\$30 billion
(approx. valuation)

The world's largest accommodation provider, owns no real estate.



Alibaba
A\$200 billion
(approx. valuation)

The most valuable retailer, has no inventory.

Growing Investor Interest in International Roaming

On 20 Jan 2016, a US-based mobile virtual network operator (MVNO), FreedomPop raised **US\$50 billion** in Series C funding at a market valuation of **US\$250 billion**, to finance its entry of low cost data roaming market in **25 countries**¹.

Sources:

1. Forbes URL: <http://goo.gl/8vwhd5>

Gold Mine: Asia Pacific Roaming Market

INDUSTRY INSIGHTS

3X
as much trips
per year from
emerging
countries by
2034⁵

70%
of travellers
avoid roaming
services for
fear of high
charges⁶

12%
CAGR in
roaming
revenue from
Asia Pacific³

36%
of air traffic
will come
from Asia
Pacific by
2034⁵

World (2019 Forecast)

Market Size
**1.4 billion
outbound travels¹**

Mobile Roaming Revenue
US\$89 billion³

Data Roaming Revenue
US\$50 billion³

Asia Pacific (2019 Forecast)

Market Size
**265.7 million
outbound travels²**

Mobile Roaming Revenue
US\$16 billion⁴

Data Roaming Revenue
US\$9 billion⁴

Sources:

1. Derived internally by Flexiroam from World Tourism Organization: <http://media.unwto.org/press-release/2015-01-27/over-11-billion-tourists-travelled-abroad-2014>

2. Derived internally by Flexiroam from MasterCard: <http://www.masterintelligence.com/content/intelligence/en/research/reports/2014/the-future-of-outbound-travel-in-asia-pacific.html#ft1>

3. Ovum: http://www.ovum.com/press_releases/ovum-says-mobile-data-will-account-for-more-than-half-of-global-roaming-revenues-by-2019/

4. Derived internally by Flexiroam from: <http://www.satellitetoday.com/telecom/2010/09/24/mobile-roaming-to-generate-67-billion-in-revenues-by-2015/>

5. Airbus: http://www.airbus.com/company/market/forecast/?elD=maglisting_push&tx_maglisting_pi1%5BdocID%5D=89372

6. Syniverse: <http://synergy.syniverse.com/2015/08/keeping-a-focus-on-reaching-silent-roamers>

Problems with Current Roaming Solutions

Conventional Mobile Roaming



<i>Roaming Bill</i>	
DATA ROAMING	
XXXX MB	\$2,439.20
ROAMING CALLS	
XXX mins	\$1,139.40
AMOUNT DUE \$3,578.60	

Expensive Bill Shock

Travellers risk suffering from bill shock due to unclear roaming plans

Mobile Communication Apps



Coverage Challenges

Accessing free wifi for voice calls provides limited coverage & security risks.

Overseas SIM



Inconvenience of Changing SIM Cards

Travellers face the hassle of purchasing an overseas SIM card which tends to be expensive & inconvenient.

FLEXIROAM: Virtual Roaming Provider with A Comprehensive Offering

Flexiroom offers a range of voice & data roaming solutions



Flexiroom X

The FLEXIROAM X is a thin, microchip embedded film that, once applied to a user's existing SIM card, provides affordable data roaming in 100 countries.



Flexiroom Voice App

The FLEXIROAM Voice App is an intuitive smartphone application that offers a range of services, including affordable international voice calls and international number rental.

Key Benefits



SEAMLESS COMMUNICATION

Make outgoing calls to anyone — even to those who are not on the app!



MAINTAIN GLOBAL CONNECTIVITY

Stay connected with voice and data in more than 200 countries



SUPER LOW RATES

For voice and data roaming with up to 90% savings on traditional roaming charges

How FLEXIROAM X Works



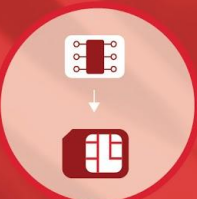
A ONE-TIME APPLICATION

Global SIM that connects you to local networks when traveling in 100 countries



EASY SUBSCRIPTION

One-tap payment for package delivery via the mobile app



MICROCHIP ADHERES TO YOUR EXISTING SIM CARD

Only activating when you travel and remains dormant while at home



SIGNIFICANT SAVINGS

Travellers save up to 90% of normal data roaming fee



WORKS WITH ANY SIZED SIM CARD

It is compatible with unlocked smartphones and tablets



USAGE TRACKING AND SECURE CONNECTION

Encrypted and secure usage through the mobile app

FLEXIROAM X

Digital Acquisition Channels

Scalable and Rapid Mass Marketing to Acquire Millions of Users

**Travel
Media
Sponsorship**
1.2 million
viewers

**Social Media
Video Ads**
4.9 million
Facebook &
Instagram
users

**Youtube
Advertising**
Cost-effective
ads

**Mashable
Content**
1 million
monthly
unique
viewers

Touch points to **immediately reach over 10 million** relevant prospective users

Remarketing
Target high
potential
leads

**Geographical
Target Ads**
Proximity
target at
airports

Spotify
1.6 million
monthly
active users

**Search
Engine Ads**
To reach
prospective
high quality
leads

FLEXIROAM X

Onboarding and Retention Strategy

×
Unlock
🔒

FREE DATA

★
Thank you for signing up!
+ 20MB

Unlock 20MB data FREE

★
Watch Video Guide
+ 80MB

Unlock 80MB data FREE

😊
Referral Promo Data
+ 100MB

Unlock 100MB data FREE

SUBSCRIBE

1 Year Membership
\$9.99

- Utilize unlocked data You'll save \$10.00
- Rollover unlocked data

Flexiroam X Starter Pack i
FREE

- Contains X microchip You'll save \$19.99
- Fits all SIM sizes (except hand-cut SIMs)

Shipping to Australia
\$5.00

- Estimated 3-5 working days

×
Buy Xtra


DATA PACK

\$
Unlock 1 GB for US\$30.00
~~US\$35.00~~
i

Buy Now !

View history

Unlock 1GB Xtra Data Pack
\$20.00

Payment
22 Apr 2016

Onboarding

FREE data accumulation via

- Data giveaway
- Promo code
- Referral program

Free data entice users to purchase membership, making onboarding frictionless.

Monetization

Annual membership subscription to utilize FREE and paid data

Subscription model retains customer and derive recurring revenue with higher lifetime value.

Upsell & Retention

Data pack purchase

- In-app payment
- On-Demand
- Incentivise repeat purchase

Semi-permanent SIM attachment increases loyalty and greater obstacle for entry of competing products.

Flexiroam Expansion Roadmap

Expansion in Australia & South East Asia as a Gateway into Asia Pacific



GROWTH STRATEGY

Innovation

- Research and development
- Technology acquisition

Country Expansion

- Systematic market entry
- Target mass online channels

Subscriber Growth

- Strategic partnership
- Radical promotions

Increase Value Per User

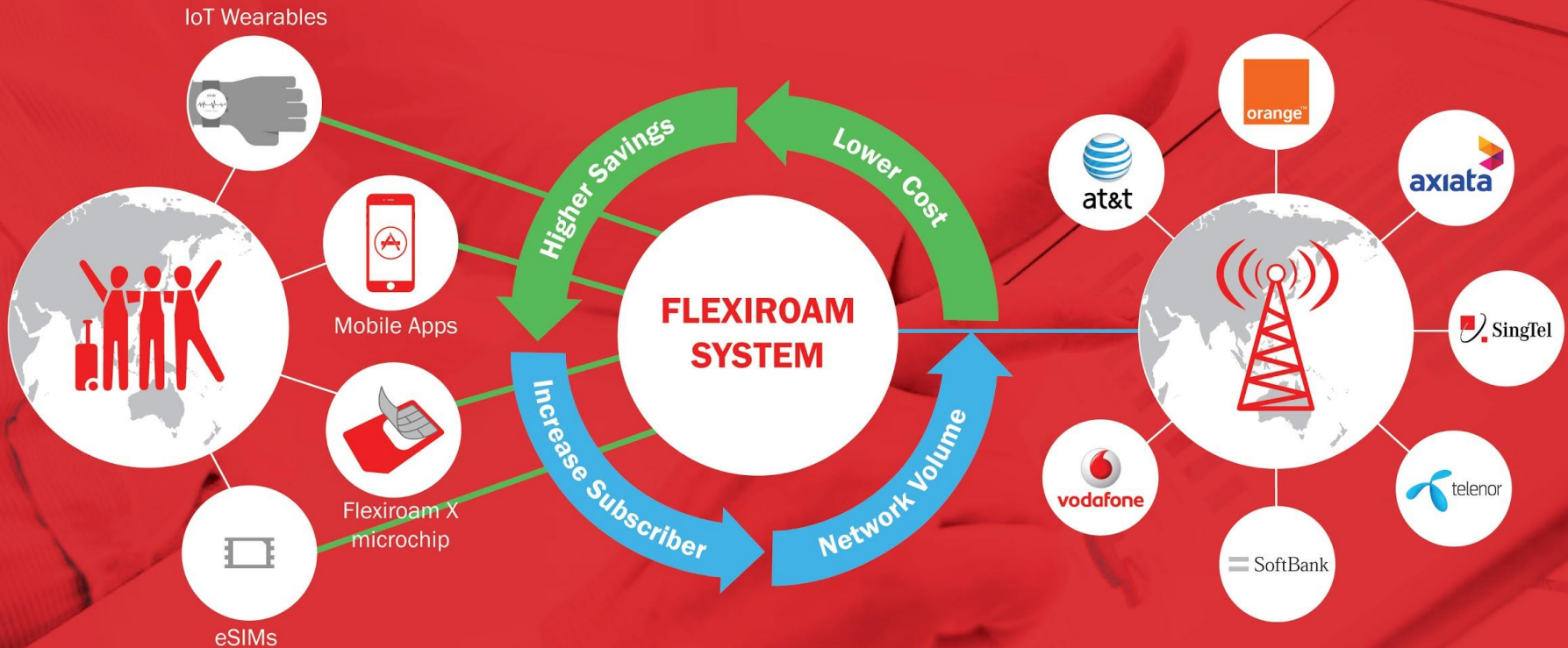
- New & upsell offerings
- Annual subscription model

FLEXIROAM Technology Ecosystem

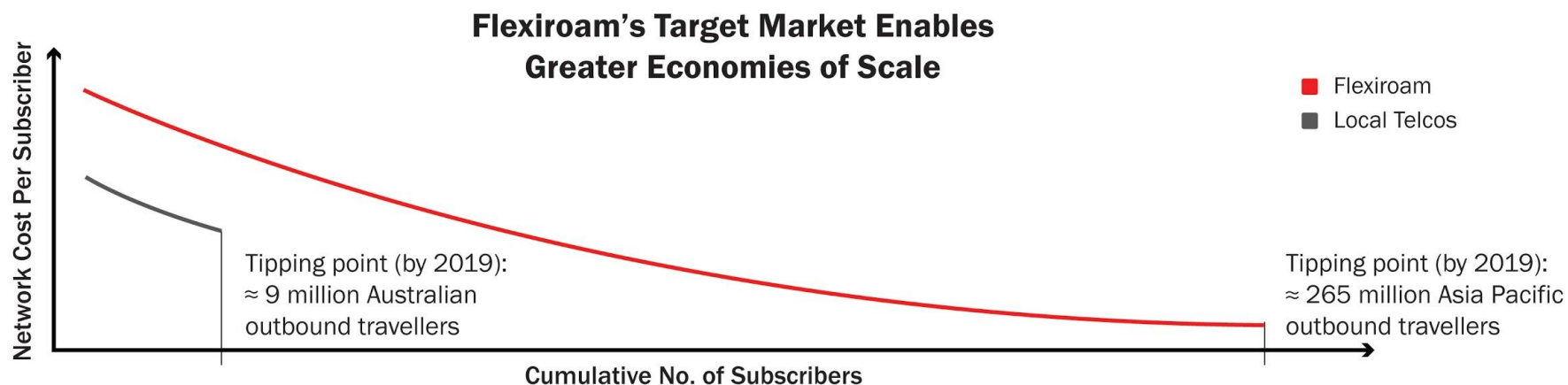
A Model That Drives **Continual Savings to Travellers** and **Network Volume to Telco Partners**

265.7 million Outbound Travellers from Asia Pacific

580 Telecommunication Network Providers Worldwide



Flexiroom's Competitive Advantage



	FREE App-to-App VOice Call	FREE App-to-App Messaging	FREE App-to-App Video Calls	Voice Calls to Phones without App	SMS	International Number Renting	Data Roaming Service	SIM Switching not required
Flexiroom	YES	YES	YES	YES	YES	YES	YES (100 Countries)	YES
Zipt	YES	YES	NO	YES	YES	NO	YES (31 Countries)	NO
Norwood	NO	NO	NO	YES	NO	YES	NO	NO
WhatsApp	YES	YES	NO	NO	NO	NO	NO	NO
Telstra	NO	NO	NO	YES	YES	NO	YES (58 Countries)	YES
Optus	NO	NO	NO	YES	YES	NO	YES (75 Countries)	YES

Disclaimer

- Comparison between services and features quoted above are as published by respective service providers on their websites accessed in April 2016 or via usage experience of respective services.
- All services and features are for illustration purposes only and are subject to change and may vary at any time without notice.
- Each features quoted are based on internal definition and interpretation.
- Graph is indicative only

Flexiroam Value



Game-Changer

Flexiroam X is the future of data roaming



A\$6 million

Strong cash position to expand



243%

CAGR in revenue over past 4 years



100+

Partnerships and affiliation with leading travel industry players



265.7 million

Outbound travellers in Asia Pacific by 2019



US\$50 billion

Global data roaming industry potential by 2019



Highly-Scalable

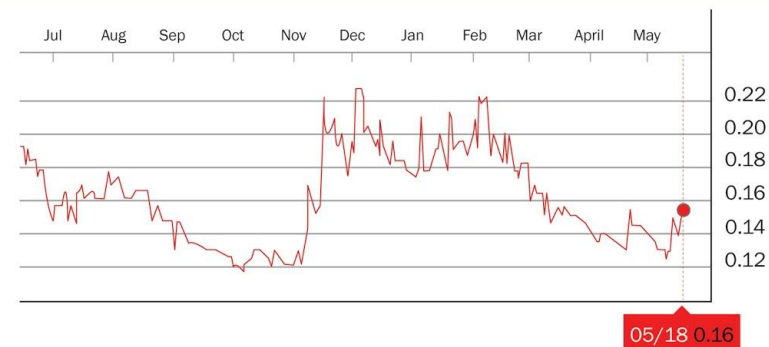
Asset-light business model similar to Uber, Airbnb, and Alibaba

Corporate Overview

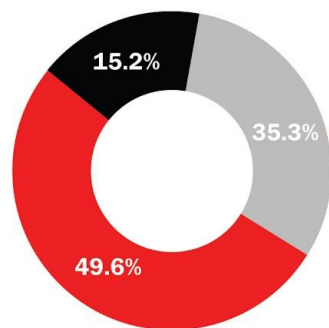
CAPITAL STRUCTURE as at 30 April

Listed on ASX	June-2015
Share on issue (million)	193.69
Share Price	A\$0.15
Market Capitalization (million)	A\$29.05
Share Price High/Low (since listing)	A\$0.32 - A\$0.10
Shares in Escrow	66%
Floating Shares	34%
Cash balance as at 30 April	A\$6 million

Share Price Performance

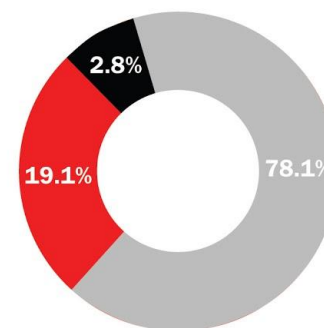


CAPITAL STRUCTURE as at 30 April (breakdown by ownership)



- Founder (Reapfield Technology)
- Top 20 (Other than Founder)
- Others

TOP 20 SHAREHOLDINGS as at 30 April (breakdown by locality)



- Australia
- Malaysia
- Singapore

THANK YOU

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