



The Globally Unified Voice & Data Provider  
January 2017

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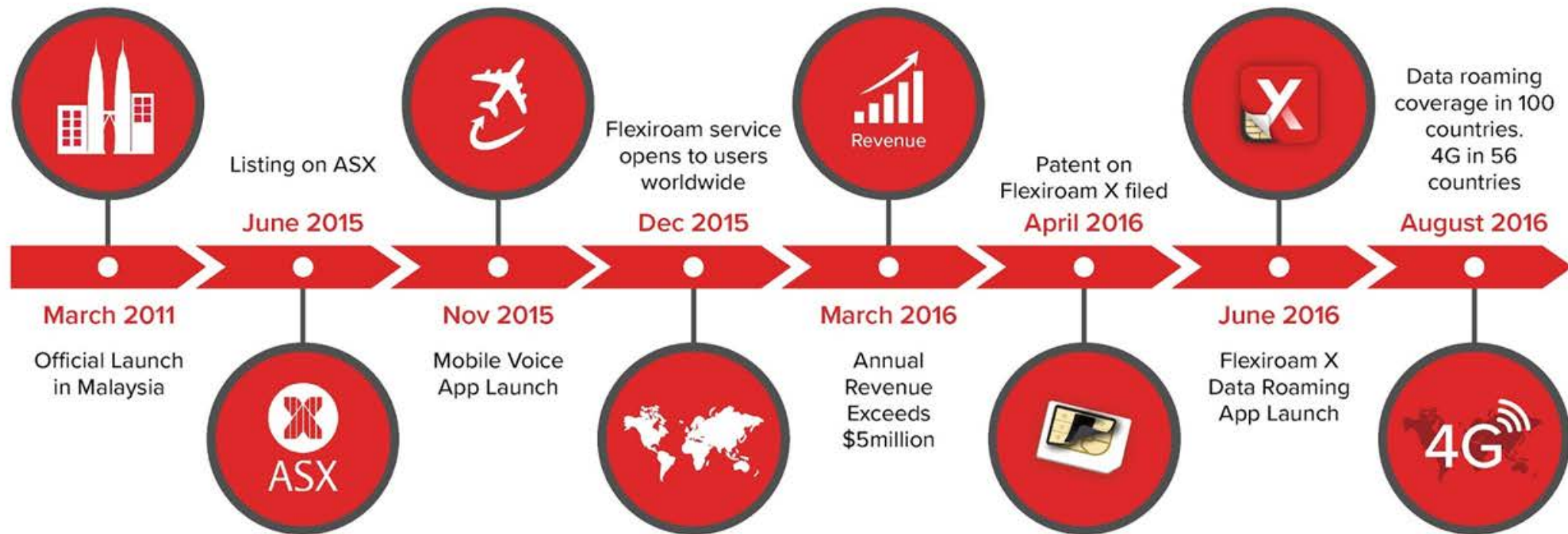
## **Forward Looking Statements**

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# KEY MILESTONES



**FLEXIROAM (ASX:FRX)** is the fastest growing budget roaming provider in Asia Pacific.

Offering smart roaming solutions such as mobile applications, SIM cards, and roaming device to achieve significant savings on voice and data roaming charges.

Network coverage in over 200 countries with access to 580 network providers globally. Data roaming coverage in 100 countries with Flexiroam X.

# BOARD OF DIRECTORS



**Jef Ong**  
Managing Director

Over 15 years global  
experience in  
telecommunications



**Dato' Larry**  
Non-Executive Director

Chairman & Board  
Member of several  
public listed technology  
companies



**Paul Khong**  
Non-Executive Director

Investment banking  
experience in New York  
and active in business  
education



**Wai Hong**  
Non-Executive Director

Serial tech entrepreneur  
and was once named  
Australia's Best Young  
Entrepreneur



**Cheryl Yeoh**  
Non-Executive Director

Founded several tech  
companies in silicon  
valley and pioneered  
an ASEAN startup  
initiative (MaGIC)



# FLEXIROAM X **PRODUCT DETAILS**

## FLEXIROAM X MICROCHIP



- Adhere the thin microchip to your existing SIM card
- One-time application
- Data connectivity in over 100 countries
- Uncapped speed of 4G internet
- Significant roaming savings

## FLEXIROAM X APP



- Easy subscription packages via app
- Usage tracking and secure connection
- Earn up to 100GB of free data
- Make international phone calls at the cost of data for voice.

# COMPANY STRENGTH **CORPORATE ADVANTAGES**



## **Game-Changer**

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Flexiroam X is  
the future of  
data roaming



## **580 Networks**

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Access to network  
providers around  
the world for  
global coverage



## **100+**

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Partnerships and  
affiliation with  
leading travel  
industry players



## **Highly-Scalable**

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



# BUSINESS PERFORMANCE

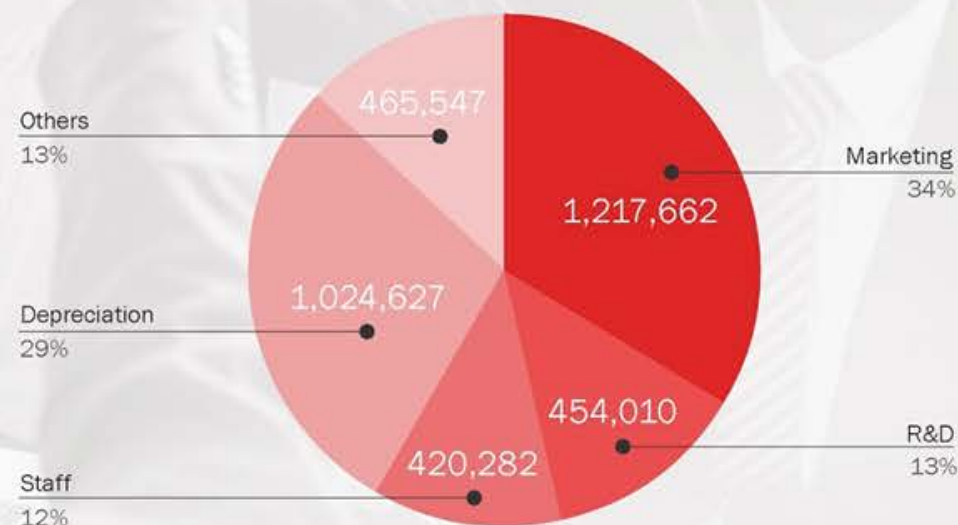
After Launch of Flexiroam X

## Half Year Report Ended 30 Sept 2016 (6 months)

	AUD
Revenue	1,228,459
Gross Profit	939,021
EBITDA	(1,304,551)
Operating Expenses	3,582,128
Cash at hand	4,983,106
Current Asset	5,589,345
Current Liability	616,588

- Sizeable Research & Development activity conducted early of the year resulted in the launch of its flagship product Flexiroam X in June 2016.
- The Group continues investment heavily in marketing and promotion of new flagship product.

## Operating Expenses (1 April - 30 Sept 2016)



# GROWTH STRATEGY

1



Innovative

## Research & Development

Introduce disruptive products to stay ahead of the competition through continuous R&D.

2



Country Expansion

## New Market Entry

Capture new markets through expanding into high potential countries in the Asia Pacific.

3



Subscriber Growth

## Strategic Partnership

Capitalise on our new and existing partnerships to rapidly grow subscribers.

4



Increase Value per Subscriber

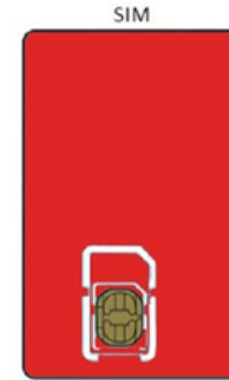
## ARPU

Increase Average revenue per user through the introduction of new features, plans & vertical offerings to customers.

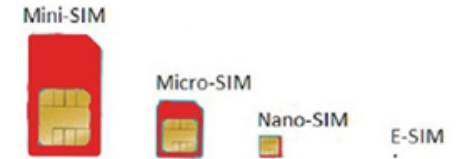






# GAME-CHANGER: E-SIM

Embedded SIM built into mobile devices which allows connectivity with any telco operators



Evolution of SIM cards



1	2	3	4
			
<b>Ahead of Technology Curve</b>	<b>Zero Distribution Barriers</b>	<b>Highly Scalable &amp; Accessible</b>	<b>Higher Frequency of Purchase</b>
Access Flexiroam network right out of the box on any eSIM embedded device.	Flexiroam app can be downloaded and used immediately with no logistic needs.	Access to all mobile device users. With no physical hardware.	Continuous purchase as demand for data is increasing and recurring all year round.

# NOT A CONCEPT **BUT A REALITY**



Major device  
manufacturers  
supporting e-SIM

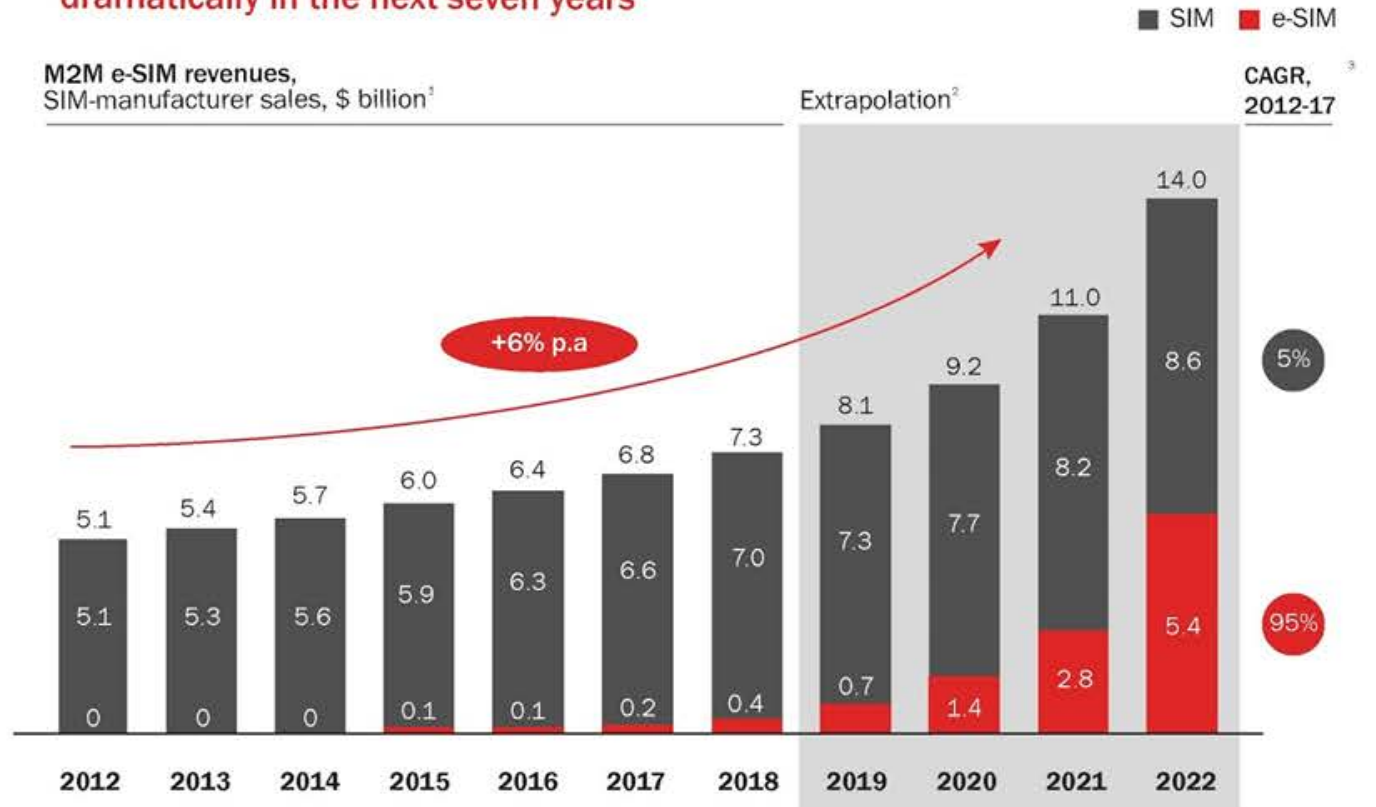


# INDUSTRY IMPACT OF E-SIM

- Physical SIM cards will become obsolete within the next decade
- eSIM revenue is predicted to double yearly from 2019-2022

## Shift in revenue from traditional SIM to e-SIM

Machine-to-machine (M2M) e-SIM revenues are set to increase dramatically in the next seven years



<sup>1</sup> Figures may not sum, because of rounding.

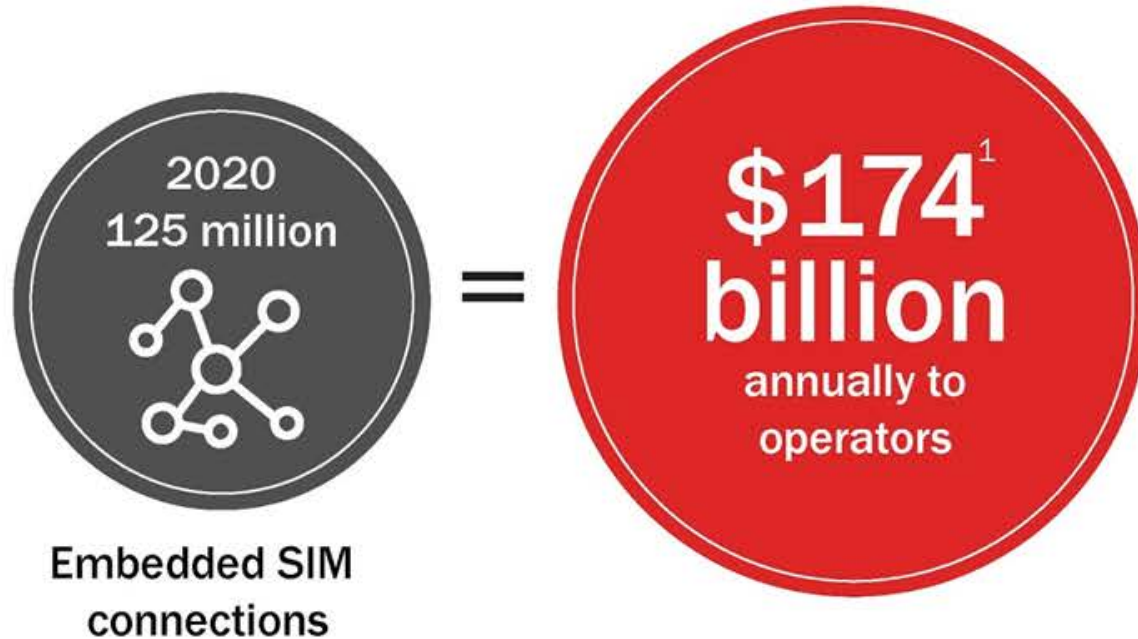
<sup>2</sup> Assumes researched growth rates for 2012-17 continue.

<sup>3</sup> Compound annual growth rate.

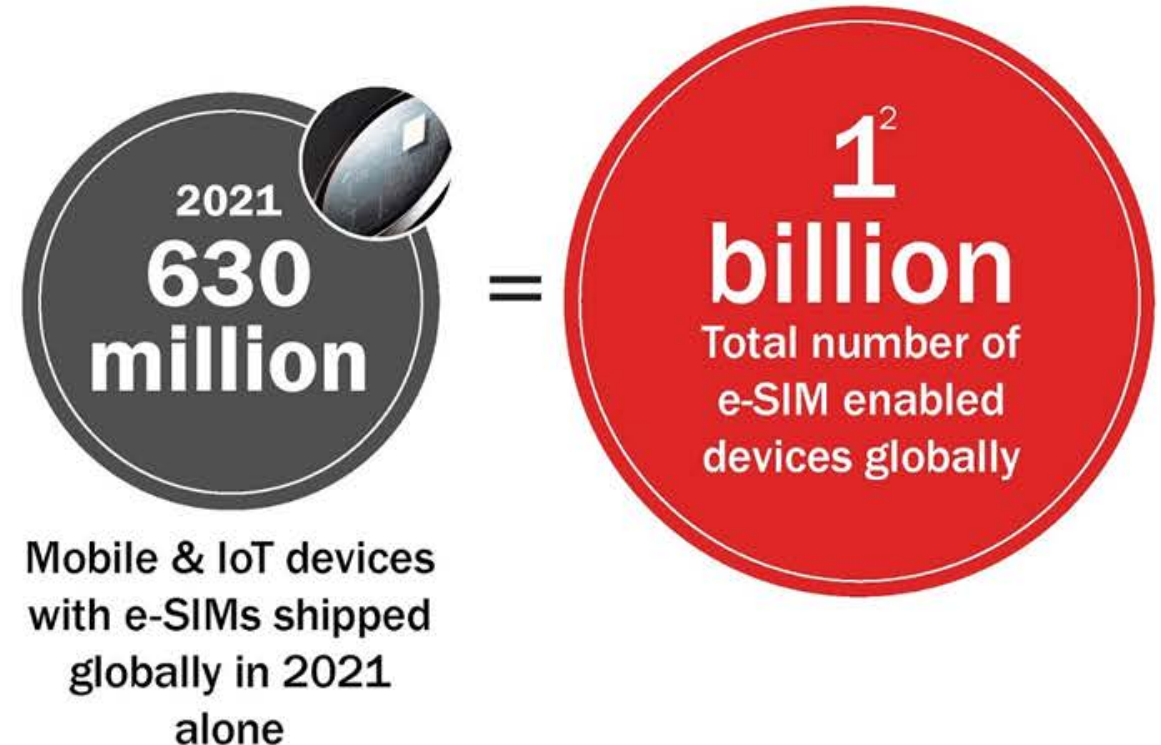
McKinsey&Company | Source: Strategy Analytics; McKinsey analysis

# MARKET GROWTH FOR E-SIM

## Value of eSIM connections to Operators



## Growth of e-SIM enabled devices



<sup>1</sup>GSMA, 2016, Embedded SIM – an evolution not a revolution, <http://www.gsma.com/rsp/2016/05/03/embedded-sim-evolution-not-revolution/>.

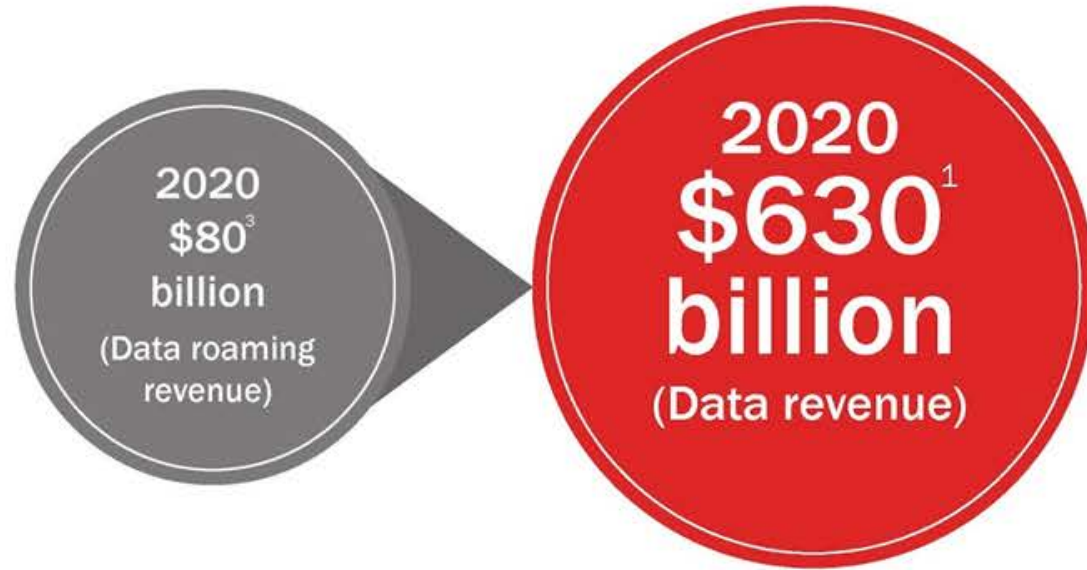
<sup>2</sup>Dean Buble, 2016, Thought-leading wireless industry analysis, Disruptive Wireless, <http://disruptivewireless.blogspot.my/2016/08/new-esim-status-and-forecast-report.html>.



# EXPANDING THE SIZE OF THE ADDRESSABLE MARKET

by providing Global Data on demand

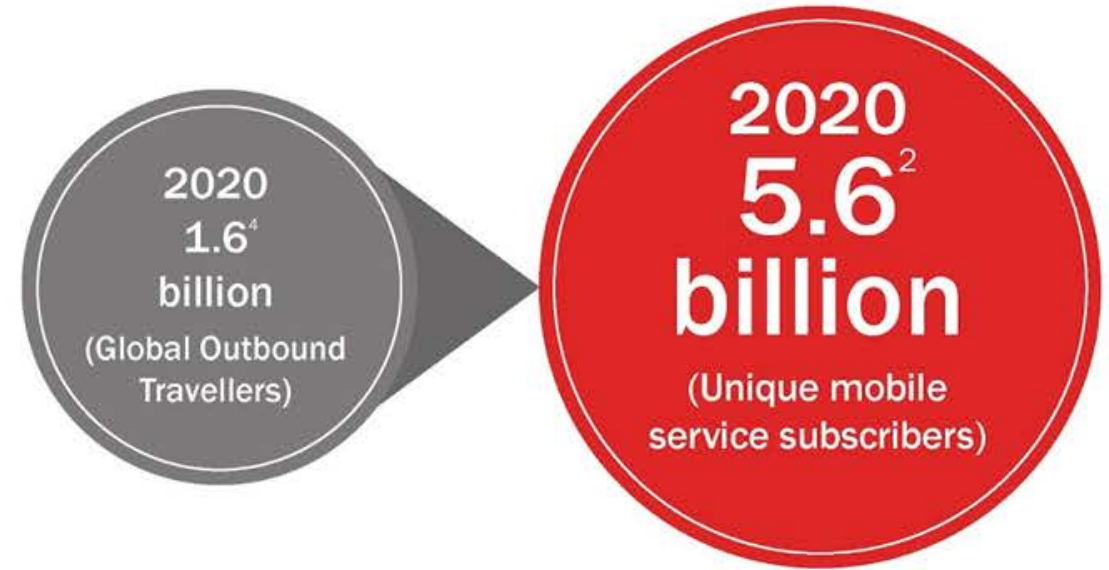
## Revenue



### Greater Revenue Potential

Flexiroam to potentially enlarge its revenue potential by offering Global Data on Demand

## Market Size



### Larger Market Size

Flexiroam to expand its potential customer base beyond the travel segment

<sup>1</sup><https://www.parksassociates.com/blog/article/global-mobile-data-revenue-expected-to-reach-630-billion-by-2020>.

<sup>2</sup><https://www.gsmainelligence.com/research/?file=ce941b8dce8ddf5dc53c5fc3461a4295&download>.

<sup>3</sup>[http://www.mcit.gov.sa/En/Communication/Pages/ReportsandStatistics/Tele-Reports-11092013\\_744.aspx](http://www.mcit.gov.sa/En/Communication/Pages/ReportsandStatistics/Tele-Reports-11092013_744.aspx)

<sup>4</sup>[http://www.amadeus.com/media/travel\\_gold\\_rush\\_2020/Goldrush\\_big.jpg](http://www.amadeus.com/media/travel_gold_rush_2020/Goldrush_big.jpg)

# GROWTH OF GLOBAL DATA ON DEMAND

Data demand growth catalyst to driving average revenue per user (ARPU) increase

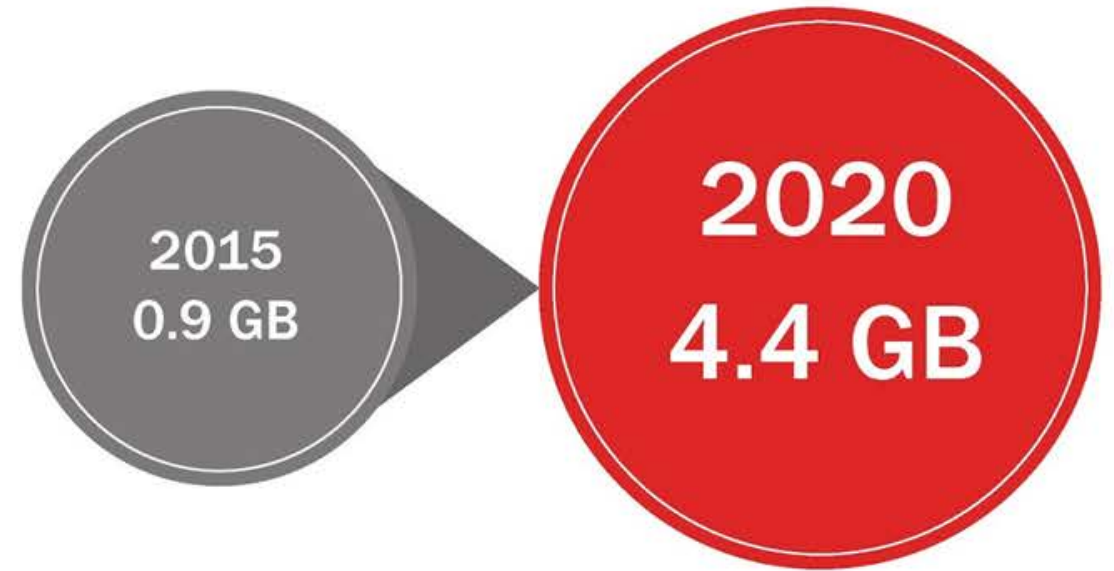
## Global Mobile Subscribers<sup>1</sup>



### Increase in Market Size

Target a larger pool of subscribers

## Average monthly data consumption<sup>2</sup>



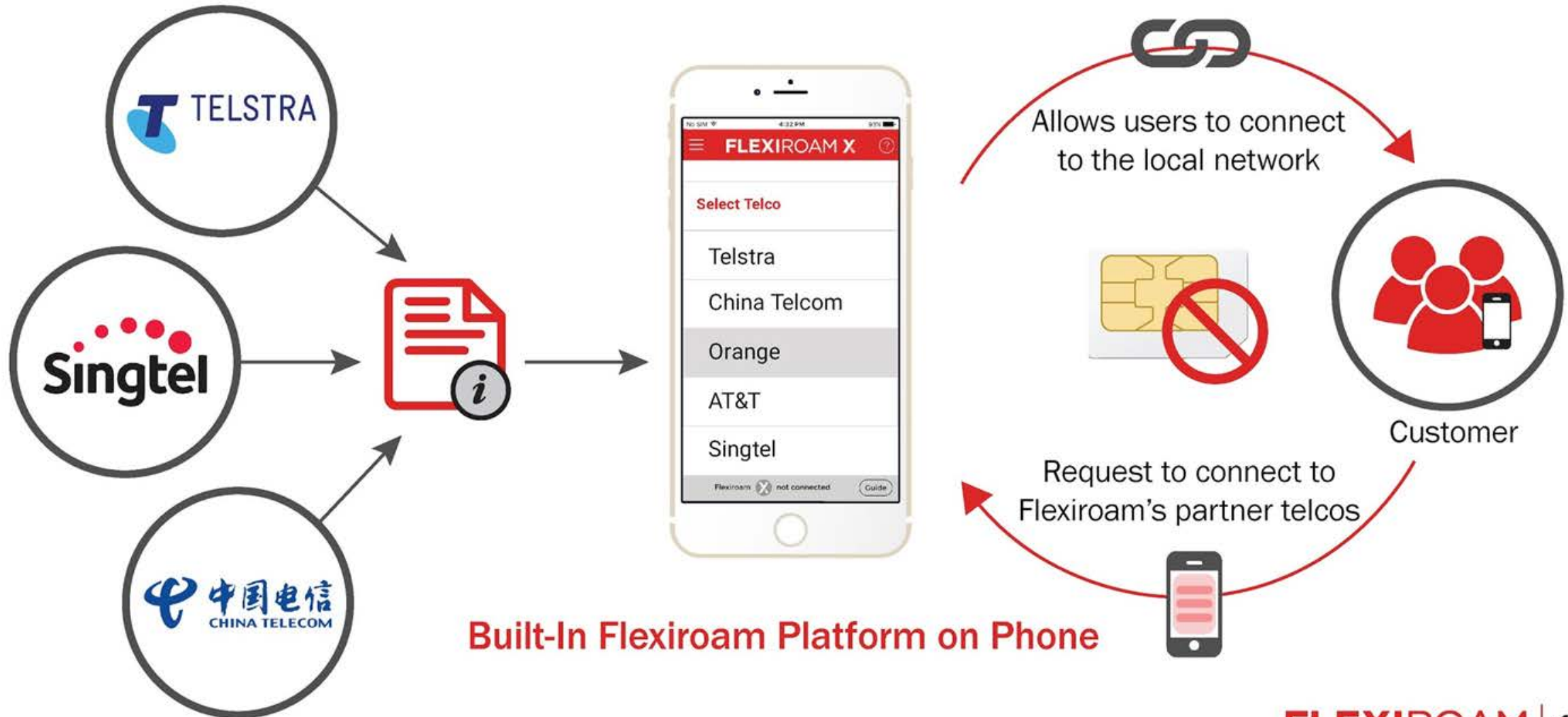
The average data consumption per person will be **4 times more** by 2020 globally

<sup>1</sup><https://www.gsmainelligence.com/research/?file=ce941b8dce8ddf5dc53c5fc3461a4295&download>

<sup>2</sup><http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/mobile-white-paper-c11-520862.html>

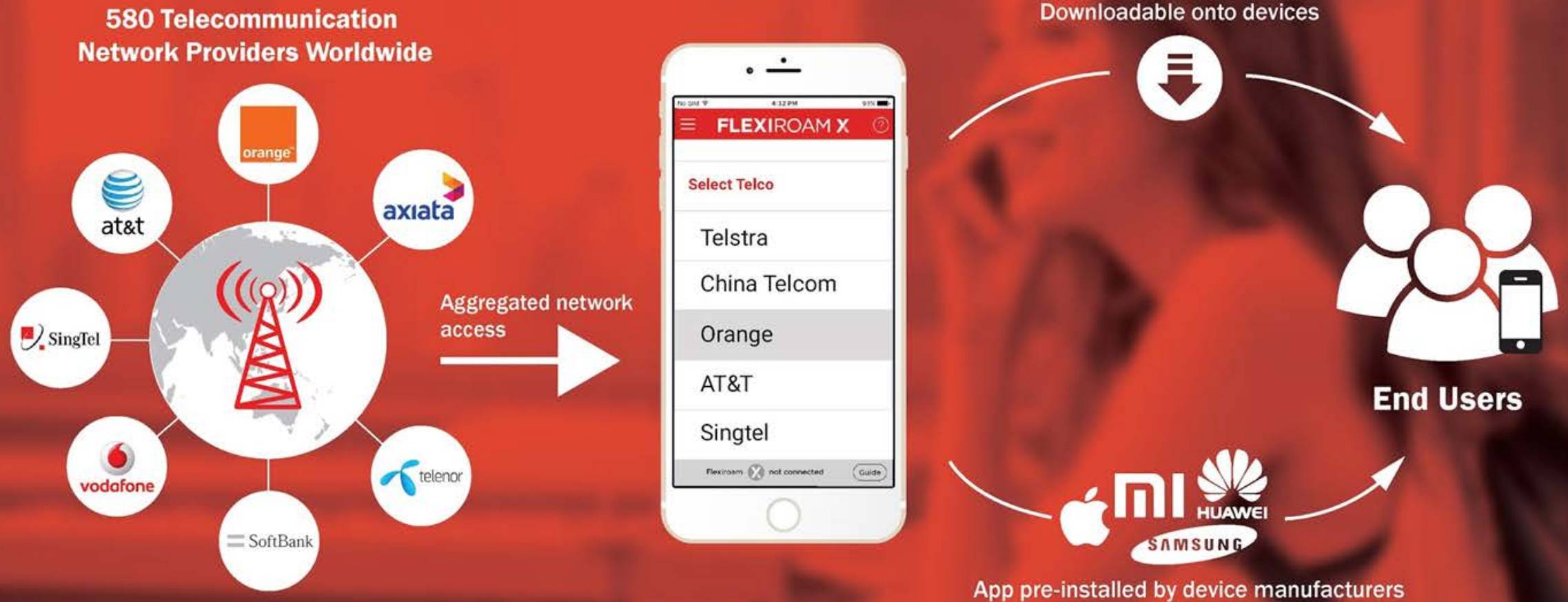


# FLEXIROAM USER EXPERIENCE



# FLEXIROAM E-SIM

## Approach to Market



\*Disclaimer: phone manufacturers logo shown are examples only.



# FLEXIROAM'S POTENTIAL **GROWTH VALUES**

Peer Comparison with ASX Listed Telecommunications Companies

	Flexiroam	Amaysim	Hutchinson Telecoms	Vocus	TPG	Telstra
Share Price	A\$0.11	A\$2.04	A\$0.08	A\$4.28	A\$7.20	A\$5.22
Market Capitalisation	A\$21.31 million	A\$367.75 million	A\$1.09 billion	A\$2.64 billion	A\$6.11 billion	A\$63.84 billion

## Disclaimer

Market Capitalization for companies shown above are as published by Bloomberg Business on their website URL: <http://www.bloomberg.com/> - Accessed on January 5, 2017

These figures are subject to change and may vary at any time without notice

These figures are for illustration purposes only

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# CORPORATE OVERVIEW

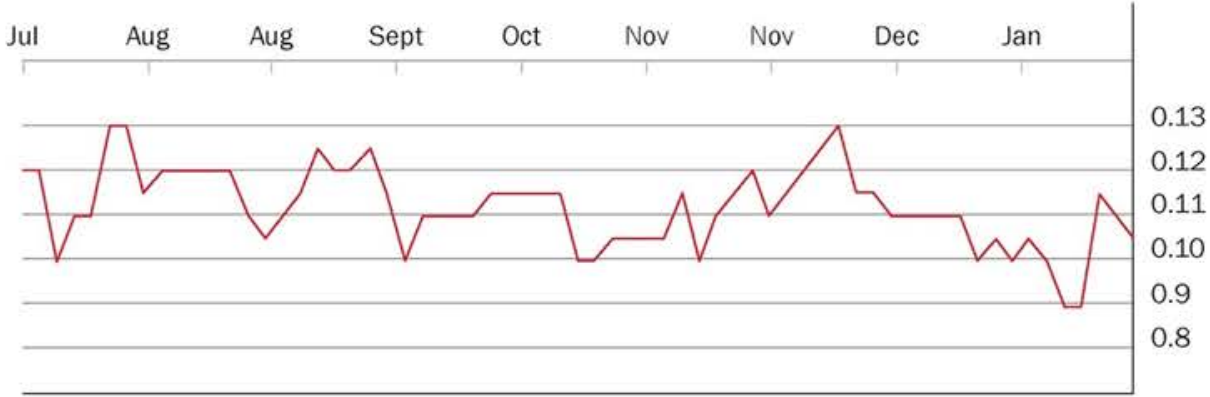
## CAPITAL STRUCTURE as at 9th Jan 2017

Listed on ASX	June-2015
Share on issue	193.69million
Share Price	A\$0.11
Market Capitalization	A\$21.3million
Share Price High/Low (since listing)	A\$0.32 - A\$0.9
Cash balance as at 30th Sept 2016	A\$4,983,106

\*Disclaimer

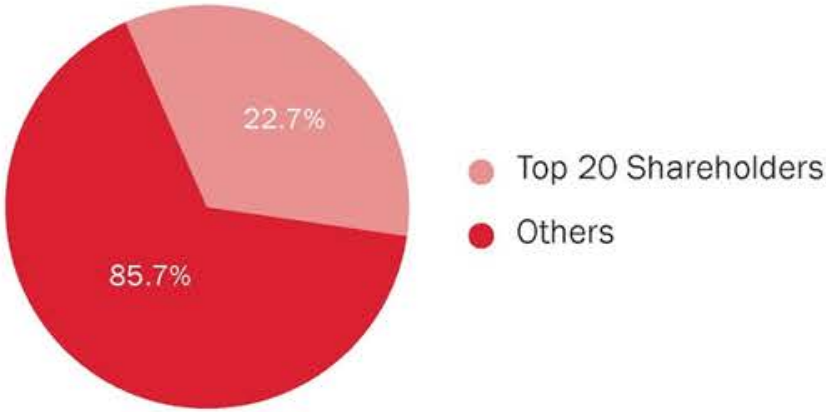
The figures above are derieved from  
<https://www.bloomberg.com/quote/FRX:AU> accessed on 10 Jan 2017  
Figures for illustration purpose

## 6 months Share Price Performance



\*9 July 2016 - 9 Jan 2017

## CAPITAL STRUCTURE



## SHAREHOLDERS Breakdown by location

