



2016

**INVESTOR  
UPDATE**


August 2016

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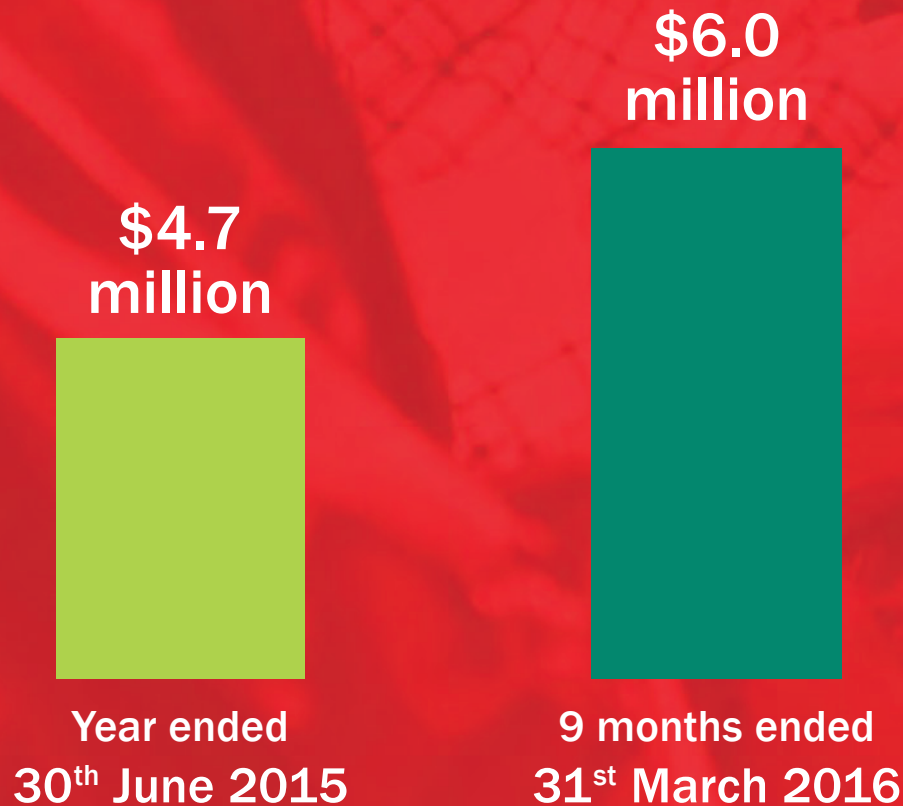


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- Business Performance
  - Potential of Data Roaming
  - Flexiroam X Launch in APAC
  - X Global Rollout
  - New Partnerships Highlights
- 

# A Year of Revenue Growth

## BUSINESS PERFORMANCE

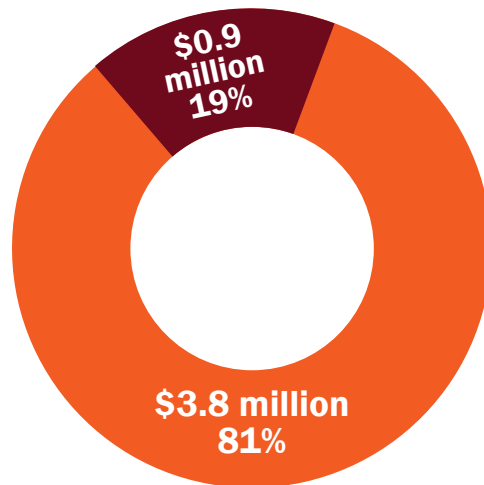


- Sales for the 9-month period ended 31st March 2016 increased by 27%, compared to the full year comparative results ended 30th June 2015.
- The increase in sales was primarily due to the increase in sales to travel agencies.

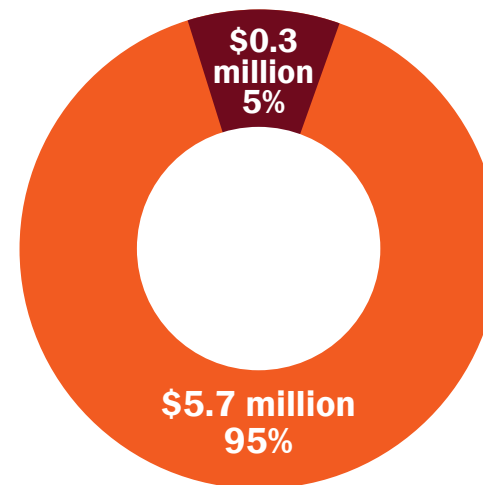
# A Year of Strong Corporate Sales

## BUSINESS PERFORMANCE

**Sales Breakdown**  
Year Ended 30<sup>th</sup> June 2015



**Sales Breakdown**  
9 Months Ended 31<sup>st</sup> March 2016



● Consumer Sales

● Corporate Sales



# A Year of Aggressive Customer Acquisition

## BUSINESS PERFORMANCE

**\$4.0  
million**

Year ended  
30<sup>th</sup> June 2015

**\$6.2  
million**

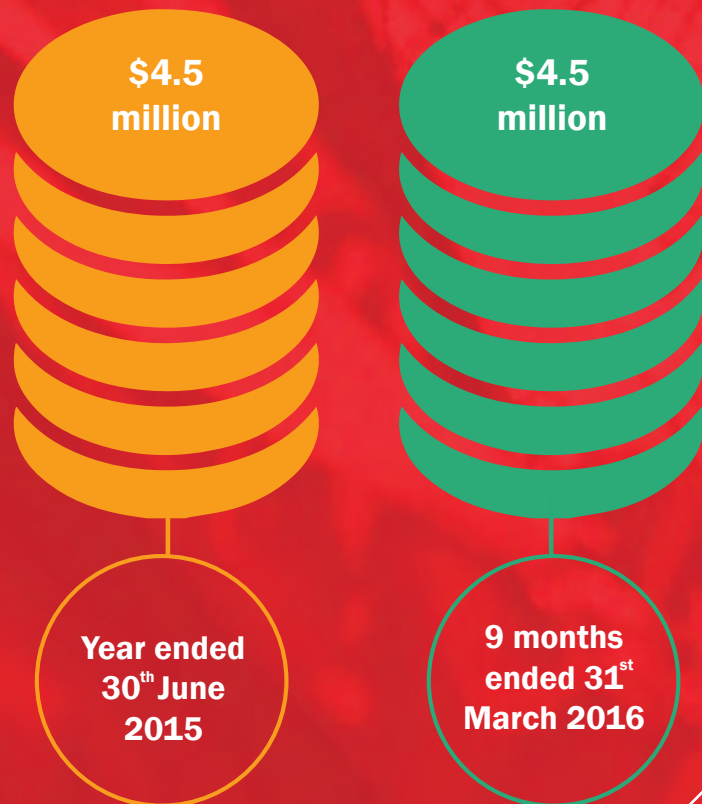
9 months ended  
31<sup>st</sup> March 2016

The 52% increase in cost of sales was attributed to the aggressive expenditure on customer acquisition costs, resulting in an accumulated subscriber base of 815,228 as at 31 March 2016

# A Year of Managed Spending

## BUSINESS PERFORMANCE

### Net Loss

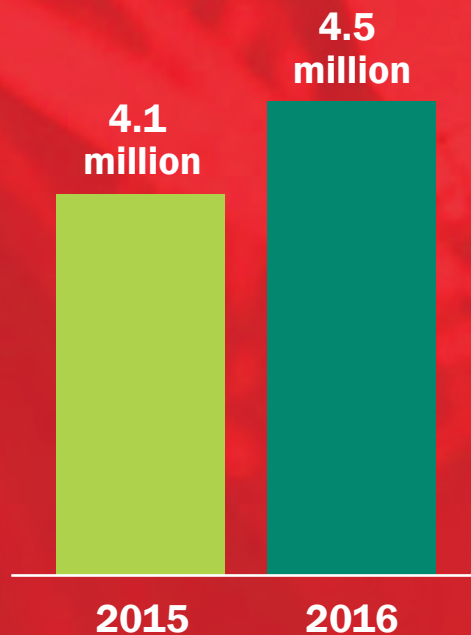


- Loss for the period ended 31 March 2016 was caused by increased spending on personal expenses and a high expenditure on marketing and promotion
- Depreciation, amortisation and write-off of development expenditure and in tangible assets further widened the current period loss.

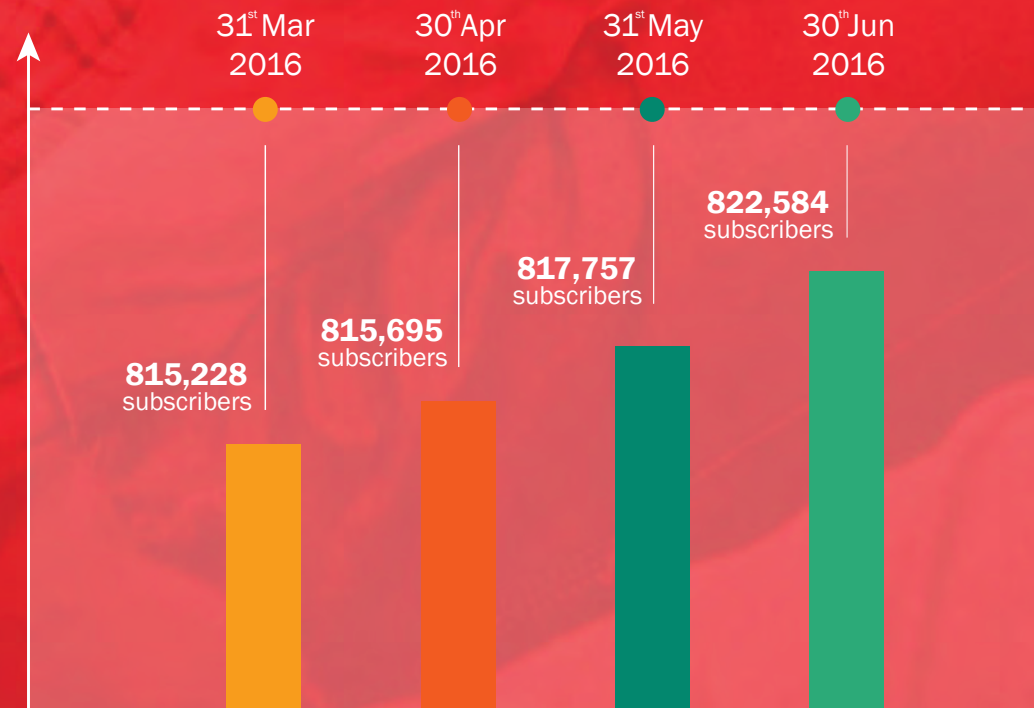


**Growth moderation for demand in voice services, however remains a key feature for a comprehensive telco offering**

**Video Calls Traffic  
(minutes)**



**Subscribers**





# Shift in Demand for Data

## Internal Demand

Data Traffic for Flexiroom Users  
(Terabytes)



- Robust growth data traffic indicates 20x greater demand for data

# POTENTIAL OF DATA ROAMING

## Global Demand



Data  
Roaming  
**USD 18.9  
billion**  
in 2019

Representing  
**37.8%**  
of global mobile data  
roaming revenue

- Global demands for data soon to overtake voice demands<sup>1,2,3</sup>

### Sources:

1. Flexiroom Research Data
2. <http://www.prnewswire.com/news-releases/asia-pacific-mobile-pricing-benchmark-2015-service-market-research-and-excel-reports-286856051.html>
3. [http://www.ovum.com/press\\_releases/ovum-says-mobile-data-will-account-for-more-than-half-of-global-roaming-revenues-by-2019/](http://www.ovum.com/press_releases/ovum-says-mobile-data-will-account-for-more-than-half-of-global-roaming-revenues-by-2019/)

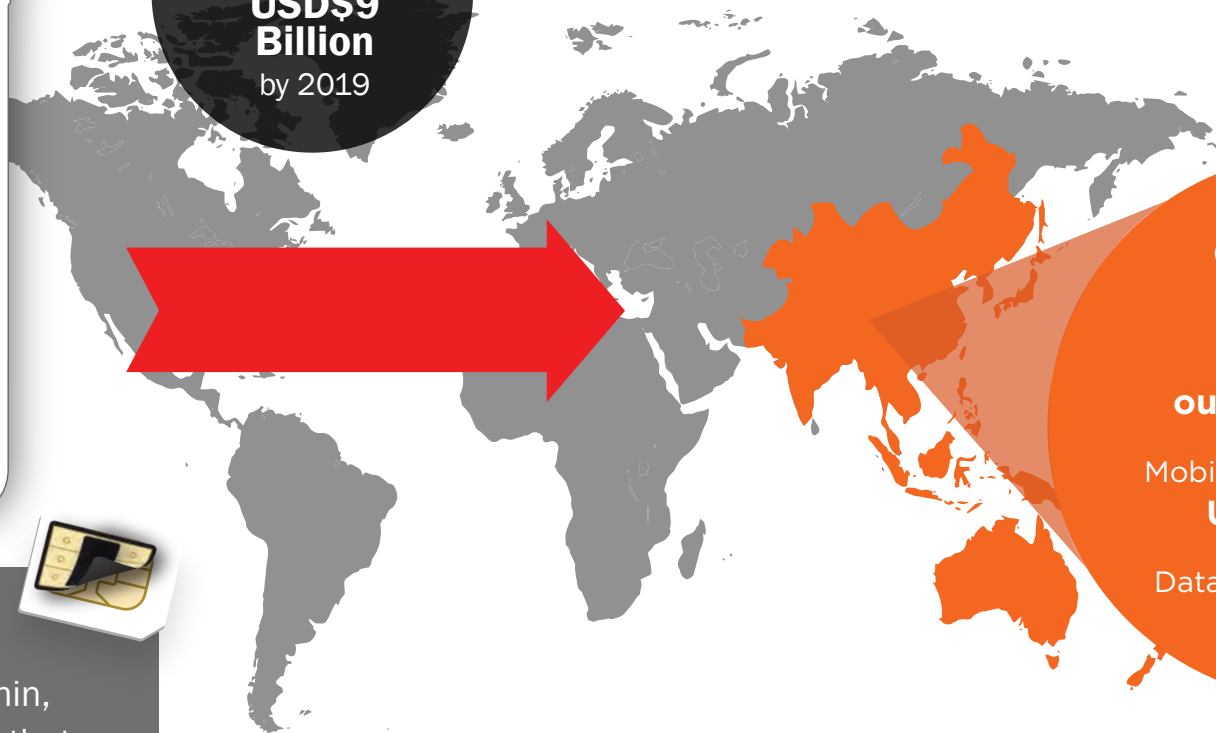
# Streamlining Products To Seize Opportunity

## FLEXIROAM X LAUNCH IN APAC



Asia Pacific Data  
Roaming Market

**USD\$9  
Billion**  
by 2019



Asia Pacific  
(2019 Forecast)

Market Size  
**265.7 million  
outbound travels<sup>2</sup>**

Mobile Roaming Revenue  
**US\$16 billion<sup>4</sup>**

Data Roaming Revenue  
**US\$9 billion<sup>4</sup>**

### Flexiroam 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.



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>

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



### Tech News Portals and Influential Bloggers



#### TallyPress: Xperience the World With Free Data Roaming

The urge and excitement of travelling has been spreading like wildfire and an indispensable companion or utmost priority for all travel bugs when gallivanting across the globe is to ensure...

21st July 2016



**No Set Address**  
*One family's journey from ordinary to extraordinary!*

#### No Set Address: What is Data Roaming? How too avoid Bill Shock!

What is data roaming? Put simply, data roaming is the use of your mobile phone's data whilst connected to a network provider different to your own. Typically this happens when you travel overseas.

16th July 2016

**BENJIAUS**

#### BENJIAUS: Roaming in Italy

It uses a brand new technology, which is a thin microchip film that you apply to your own SIM card. Available on android and iOS, it's really easy to set up.

28th June 2016



#### This Island Life: Introducing the new SIM travel hack

Flexiroam X is a thin microchip embedded film that you stick on your SIM card, which enables you to stay connected in over 100 exotic locations across the globe, and allows you to use your phone...

15th June 2016



#### Says.com: Here's An App That Gives You 100GB Of Free Roaming Data Worldwide

What's the FIRST thing you worry about when you've landed in a foreign country?

10th June 2016

**D'MARGE**

#### DMARGE: FLEXIROAM X is the new device saving travellers from expensive data

A revolutionary roaming solution is set to redefine the way travellers stay connected while abroad, making a caffeine hit the only reason you'll need a coffee shop.

8th June 2016

### RESULT

Australia used as a testbed for quality acceptance before global rollout

High conversation of 40% from free sign up to paying customers signifying positive quality acceptance

## Global Rollout (Aug Onwards)

## X GLOBAL ROLLOUT

**Began Shipping to 100 countries around the world  
from initial 8 countries due to high foreign demand**

### RESULT

Currently serving  
customers demands  
in over 45 Countries





# Product Optimization & Enhancement

## X GLOBAL ROLLOUT

Based on customer demand  
and feedback FLEXIROAM X  
now covers

**113 Countries**

Service enhanced to now offer  
4G speeds in

**56 Countries**

### Coverage List

Albania 4G	France 4G	Liechtenstein	San Marino 4G
Anguilla	French West Indies	Lithuania 4G	Saudi Arabia 4G
Antigua And Barbuda 4G	Georgia	Luxembourg 4G	Serbia
Argentina	Germany 4G	Macao	Singapore 4G
Armenia	Ghana 4G	Malaysia 4G	Slovakia
Aruba	Gibraltar	Malta 4G	South Africa 4G
Australia 4G	Greece 4G	Mexico	South Korea 4G
Austria 4G	Grenada	Montenegro	Spain 4G
Bangladesh	Guyana	Montserrat	St Lucia
Barbados	Haiti	Netherlands 4G	Suriname
Belgium 4G	Hong Kong 4G	Netherlands Antilles	Sweden 4G
Brazil	Hungary 4G	New Zealand 4G	Switzerland 4G
Brunei	Iceland	Nigeria	Taiwan 4G
Bulgaria	India	Northern Cyprus 4G	Tajikistan
Canada 4G	Indonesia	Norway 4G	Thailand 4G
Cayman Islands 4G	Ireland 4G	Pakistan	Tonga
China 4G	Isle of Man 4G	Panama	Trinidad And Tobago
Colombia	Israel 4G	Papua New Guinea	Turkey 4G
Croatia	Italy 4G	Peru	Turks And Caicos Islands 4G
Cyprus	Jamaica	Philippines 4G	Uganda
Czech Republic 4G	Japan 4G	Poland 4G	Ukraine
Denmark 4G	Kazakhstan	Portugal 4G	United Arab Emirates
Dominica	Kenya	Puerto Rico 4G	United Kingdom 4G
Ecuador	Kuwait	Romania 4G	United States 4G
El Salvador	Kyrgyzstan	Russian Federation 4G	Uzbekistan
Estonia 4G	Laos	Saint Kitts And Nevis	Vanuatu
Faroe Islands	Latvia 4G	Saint Vincent And the Grenadines	Virgin Islands British
Fiji	Lesotho	Samoa	Virgin Islands U.S. 4G
Finland 4G			

\* List subject to change

## Brand Build through Global Partnerships



## NEW PARTNERSHIP HIGHLIGHTS

- **TripAdvisor is the world's largest travel site having 340 million unique monthly visitors with 350 million reviewer and opinions**
- **Brand association with TripAdvisor building global consumer trust**
- **Flexiroam to integrate its App with TripAdvisor's platform over API (Application Programming Interface) to deliver location based content to the mobile users <sup>1</sup>**

- **Global association consisting of 95 government related tourism bodies, 29 international airlines, 63 educational institutions with over 17,000 travel professionals throughout Asia Pacific**
- **PATA partners include TripAdvisor, Visa Worldwide and Bangkok Airways**
- **Flexiroam will leverage on PATA's network, brands and insights at innovative events**

Sources:

1. [https://www.tripadvisor.com/PressCenter-c4-Fact\\_Sheet.html](https://www.tripadvisor.com/PressCenter-c4-Fact_Sheet.html)

2. <https://www.pata.org/pata-to-focus-on-the-young-tourism-professional-in-2017/>





**Jefrey Ong**

CEO

+60-16-328-9941

jef@flexiroam.com

**Jason Khoo**

VP, Business Development

+60-16-686-8965

jason@flexiroam.com

**FLEXIROAM Limited (ASX: FRX)**

ACN 143 777 397

79 Broadway

Nedlands WA 6009

Phone: +61-8-63892688

Email: [support@flexiroam.com](mailto:support@flexiroam.com)

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