

25 October 2016

**FLEXIROAM X UPDATED TO SUPPORT MULTIPLE LANGUAGES WITH CHINESE AVAILABLE**

Flexiroam Ltd (ASX: FRX) is pleased to announce that its wholly owned subsidiary Flexiroam Sdn Bhd (“Flexiroam”) has launched an updated version of Flexiroam X in iOS and Android to support multiple languages. This update will also enable Flexiroam to add new languages easily in the future, as well as helping to localize the app. The updated version of the app allows users to choose Chinese from the language settings.

Chinese is the most widely used language in the world with more than one billion speakers. It is the official language of the Greater China region which refers to Mainland China, Hong Kong, Macau and Taiwan. Developing a Chinese version of the Flexiroam X app opens opportunities for Flexiroam to enter the vast Chinese market. Although English is taught in schools in Mainland China, it is estimated only 30% of the people use it in their daily lives. Therefore, having a Chinese language setting in the app will cater for Chinese-proficient users.

Flexiroam hopes to capture a proportion of China’s large and growing travelling population. In 2015, outbound travellers undertook 120 million outbound trips, an increase of 4.3% compared to the previous year.

Flexiroam X will be an ideal complementary product to China’s popular social network app WeChat which has over 700 million monthly active users. WeChat allows users to chat, play games, transfer money, make video calls, order food, read the news, book taxis and even book a doctor’s appointment. By using Flexiroam X, Chinese users will be able to access their social media and communicate via WeChat in over 100 travel destinations. Chinese tourists will also be able to avoid the hassle of language barriers when purchasing a local sim overseas.

Managing Director of Flexiroam, Jef Ong added: “Having Flexiroam X localised with the Chinese language facility is important for us to secure key partnerships. Having local partners will fast-track our growth by leveraging on their existing channels and networks in mainland China.”

**-Ends-****ABOUT FLEXIROAM**

FLEXIROAM (ASX: FRX) is a new breed of telecommunications company that enables travellers to bypass roaming charges around the world. The Company unveiled its flagship data roaming product, FLEXIROAM X which allows users to earn up to 100GB of data to be used in over 100 countries with plans which last up to 1 year. FLEXIROAM is an asset light telecommunications company which does not own physical infrastructure yet is able to connect to 580 network operations around the globe enabling network coverage in over 200 countries, and data roaming coverage with Flexiroam X over 100 countries.

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