

7 November 2016

**FLEXIROAM SPONSORS RENOWNED IRONMAN TRIATHLON**

Flexiroam Limited (ASX: FRX) is pleased to announce that its wholly owned subsidiary Flexiroam Asia Limited ("Flexiroam") has signed a sponsorship agreement with World Endurance Malaysia Sdn. Bhd ("WEM"), the organiser of Ironman Malaysia 2016.

Ironman is a popular world triathlon championship and regarded as one of the toughest one-day endurance races in the world. Ironman Malaysia is part of the international series of Ironman triathlons which attract participants from all over the world to Langkawi for the event. In 2015, over 80% of the athletes flew into Malaysia to take part in Ironman Malaysia.

Flexiroam is the official partner of Ironman Malaysia 2016. It is expected that over 1,100 international athletes will benefit from Flexiroam free data. The event's media coverage will feature Flexiroam in marketing collateral, newspapers and television appearances, providing a significant boost to Flexiroam's brand familiarity.

Being a sponsor at a world recognised triathlon is expected to lift awareness of Flexiroam on a global scale and foster brand preference. Ironman participants are potential customers of Flexiroam as Flexiroam X will be useful for the international participants to stay connected whilst overseas. Flexiroam X will be an attractive product for frequent global marathon athletes as it provides them the ease to stay connected in over 100 countries with only one microchip.

Carl Smith, Director of Ironman Malaysia Race said "We are extremely pleased and excited to partner with Flexiroam for Ironman Malaysia in 2016. The partnership provides our athletes with the ability to earn some remarkably affordable deals when it comes to international data roaming services. With such a diverse and expansive number of international athletes racing in Langkawi, we know that connecting overseas will become so much more economical when travelling."

**-Ends-**

**ABOUT FLEXIROAM**

FLEXIROAM (ASX: FRX) is the leading telecommunications company offering a globally unified voice and data service for mobile users around the world. Its flagship data roaming product, FLEXIROAM X allows users to earn up to 100GB of data which is usable in over 100 countries and has one of the longest validity of any data roaming plan available on the market today. FLEXIROAM is an asset light telecommunications company that does not own physical infrastructure yet is able to connect to around 580 network operators globally. FLEXIROAM aspires to be a household name in borderless mobile broadband service in Asia and beyond.

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