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## FLEXIROAM ENTERS THE CHINA MARKET

Flexiroam Limited is pleased to announce that its wholly owned subsidiary, Flexiroam Asia Limited, (“FLEXIROAM”), has signed a distribution partnership with Ommur Intelligent Technology Co. Ltd. (“Ommur Intelligent Technology”).

The partnership will see Ommur Intelligent Technology promote Flexiroam X across China, initially with a focus on Shenzhen in China’s south. Ommur Intelligent Technology specialises in promoting industrial development and has been involved in a variety of industries, including security, communications, transportation and medical care. Its aims include making breakthrough contributions in communications, natural language understanding, knowledge reasoning, intelligent hardware and robotics.

Ommur Intelligent Technology has committed to a minimum purchase of USD\$50,000 worth of Flexiroam X microchips, which will be distributed through the company’s physical outlets in Shenzhen. Ommur Intelligent Technology will also distribute the microchips through strategies that include a dedicated website for online sales, partnerships with Chinese airport retailers and travel agencies.

The partnership with Ommur Intelligent Technology is Flexiroam’s first step into the vast Chinese market. In recent years, China’s tourism has soared, with Chinese residents making over 130 million overseas trips in 2017 alone. In the same year, China spent USD\$258 billion on tourism expenditure, making it the biggest spender worldwide. Through this partnership, Flexiroam intends to gain a foothold in China’s thriving tourism industry, as the added accessibility through a local partner is expected to motivate Chinese residents to switch to the Flexiroam X microchip during their travels.

China has 772 million internet users and mobile internet users account for 97.5%. The China market has a booming tech industry with unicorns in OTT, e-commerce and mobile payments. The use of digital payment solutions such as Alipay and WeChat Pay surged in volume in 2017 with over 500 million people using mobile payment transactions that year alone. The global connectivity offered by Flexiroam X will enable Chinese travellers to continue to use their preferred digital payment solutions internationally, thereby providing them with even greater convenience while travelling.

Jef Ong, the Managing Director of Flexiroam, added “We are very excited to be entering the China market as it is a huge market that is also very receptive to new technology. The China market offers many opportunities for Flexiroam to expand as it has a booming travel industry and the Chinese are highly dependent on mobile data to make online payments and stay connected via WeChat online. Flexiroam X will be a good choice for travellers to stay connected worldwide and travel with ease.”

**-Ends-**

### ABOUT FLEXIROAM LIMITED

FLEXIROAM (ASX: FRX) is a global mobile virtual network operator that aims to excel in serving all mobile users with the best data experience worldwide. Flexiroam X is an ultra-thin microchip technology that attaches to a user’s existing SIM which provides easy and secure data access. Flexiroam currently has coverage in over 130 countries and has access to over 580 network operators globally. Flexiroam works with over 100 travel industry partners to serve customers from over 50 countries. For more information visit [investors.flexiroam.com](http://investors.flexiroam.com).

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