



The Globally Unified Voice & Data Provider

INVESTOR UPDATE

June 2017

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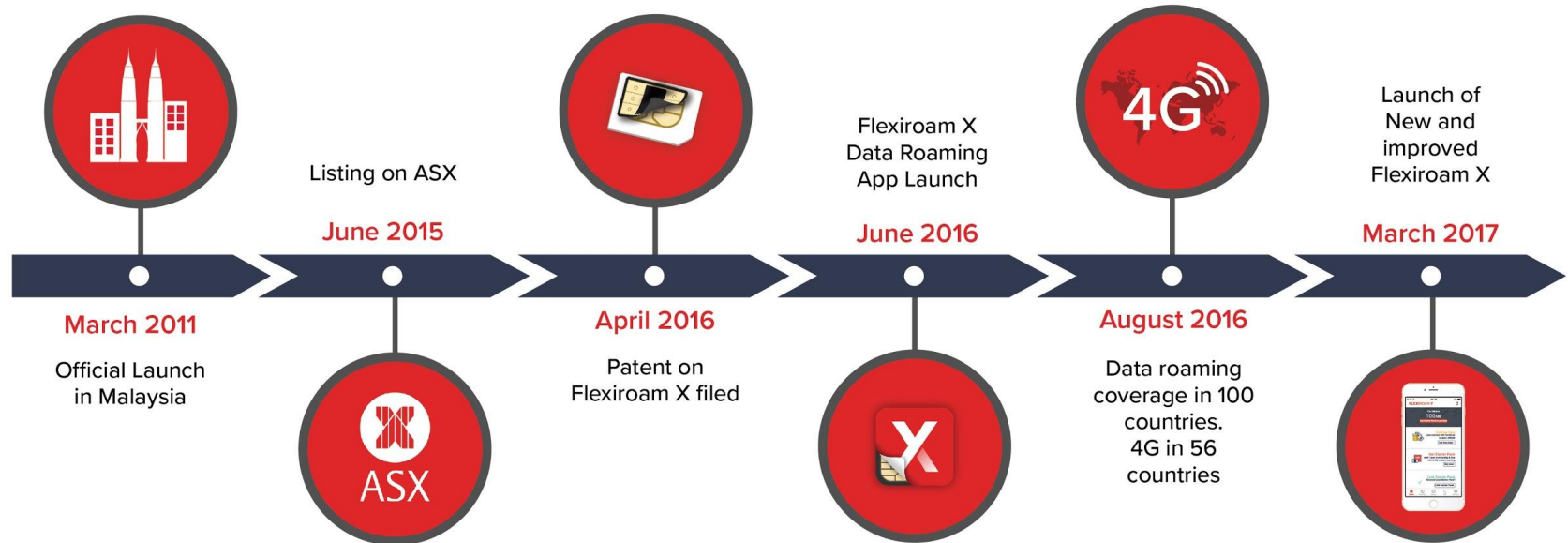
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# KEY MILESTONES

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

Offering **borderless data** in over **100 countries** at a fraction of the cost of the traditional roaming.

Access to over **580 network operators**. **100+** travel industry partners. Customer in over **40 countries**.



# AFFILIATES



# PROBLEMS WITH CURRENT *ROAMING SOLUTIONS*

## Conventional Mobile Roaming



- Expensive.
- Risk of Bill Shock.

## Public WiFi



- Limited access.
- Charges may apply.
- Security Risk.

## Overseas SIM Cards



- Complicated plans and set up.
- Data access in one country per SIM.

## Mifi Devices



- Bulky.
- Expensive deposits.
- Risk of Loss.



# FLEXIROAM X **MICROCHIP**

- Flexiroam X is an **ultra thin 0.08mm** microchip.
- **Apply once** on top of an existing SIM to enable data roaming in **over 100 countries**.
- **No more hassle** of buying and changing SIMs every time you travel.
- Offers **convenient & secure** connectivity.



## International Security Certification



## Confidential/Privacy

- 2 level encryption for OTA transmission providing end-to-end data encryption security



## Encryption

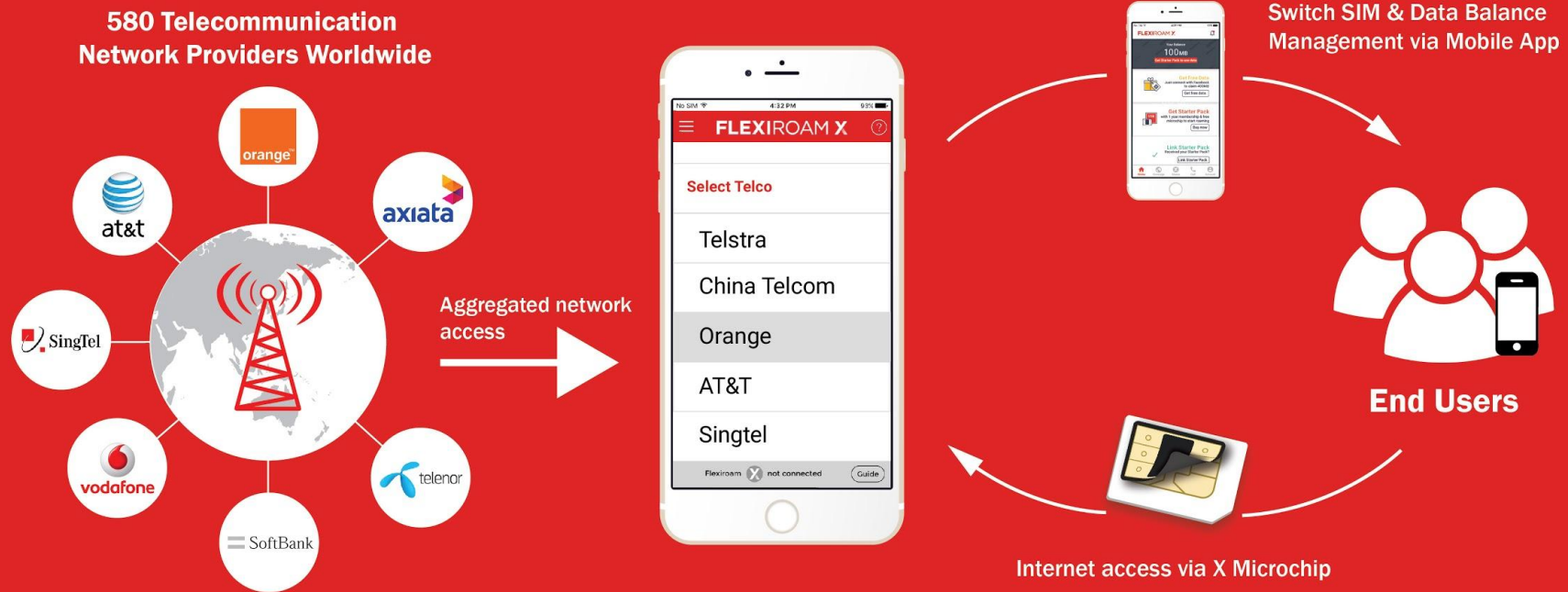
- Messages are encrypted with International standards
- Unique encryption key for every embedded microchip



## Secured

- Anti-Tearing & Applets isolated by firewalls
- Support X.509 personal certification - 16 PINS & KEYS protection

# FLEXIROAM *VIRTUAL INFRASTRUCTURE*



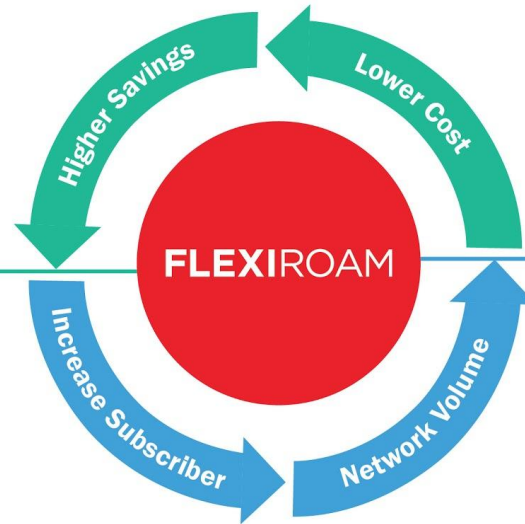
\*Disclaimer: Phone manufacturers logo shown are examples only.

# FLEXIROAM *BUSINESS MODEL*

Increasing Savings for Travellers by  
Driving Network Traffics to Telco Partners.

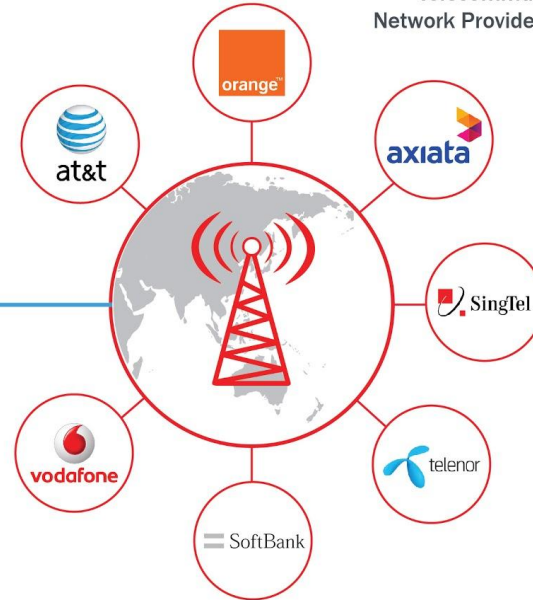
**1.6 Billion**<sup>1</sup>

Global Outbound  
Travellers in 2020



**580**

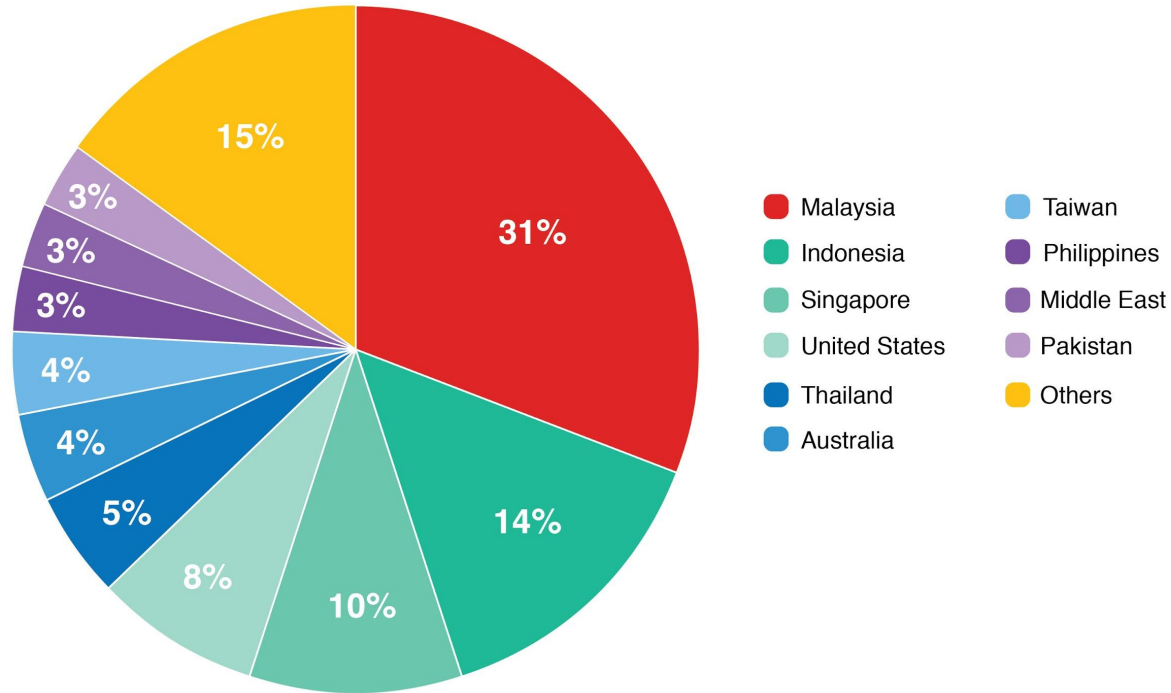
Telecommunication  
Network Providers Worldwide



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

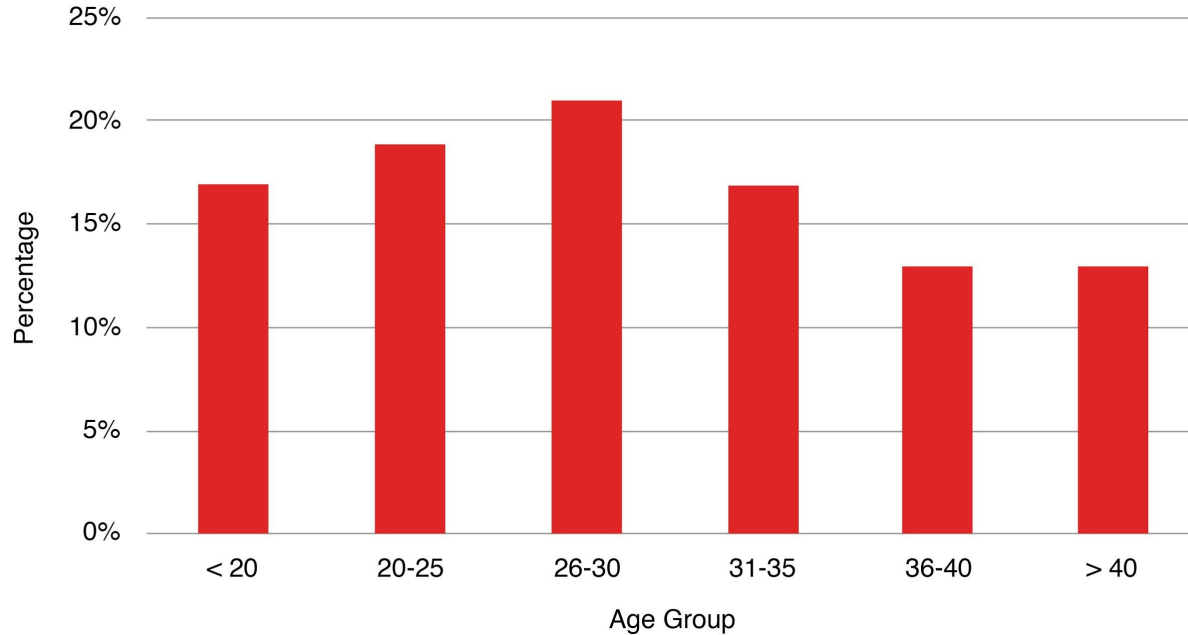


# *FLEXIROAM X SUBSCRIBER GEOGRAPHICAL SPREAD*



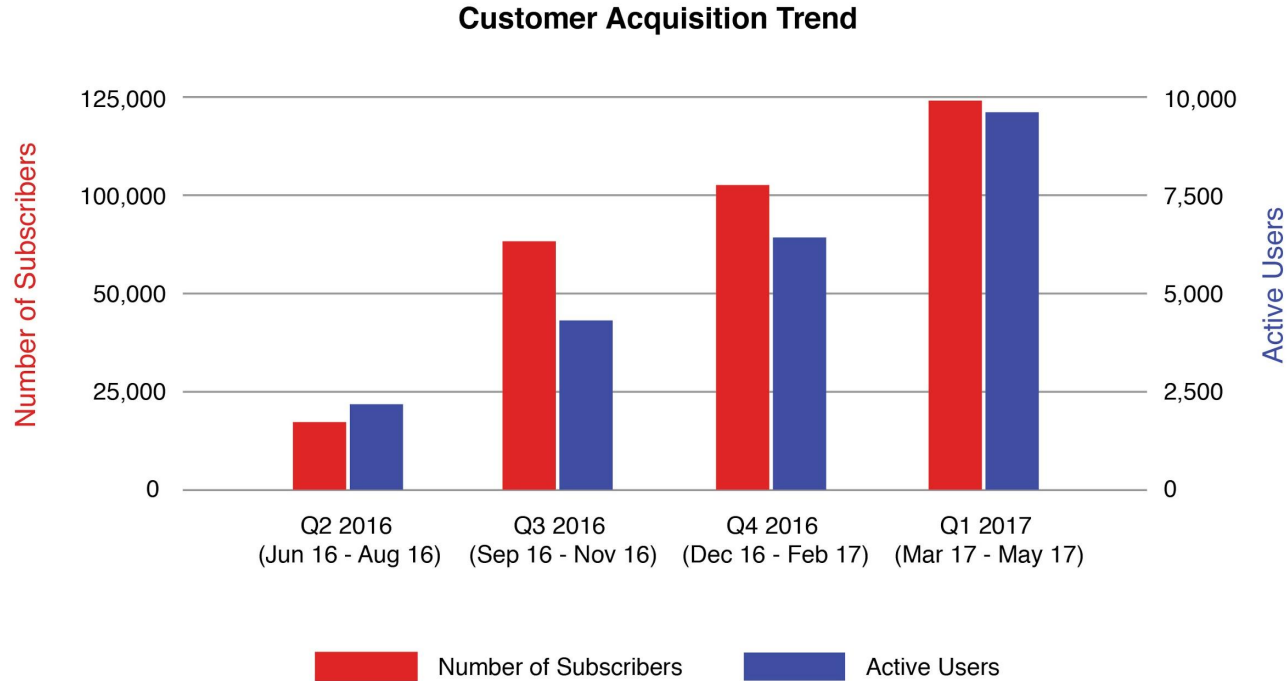
**63% of subscribers are based in emerging countries in Southeast Asia** followed by developed countries such as United States and Australia constituting about 12%.

## *FLEXIROAM X SUBSCRIBER DEMOGRAPHIC*



**57% of subscribers fall in the age groups between 20-35 years of age** due to higher acceptance of new products within this age category. **These age groups are often the catalyst to influence adoption of new technologies by users in other age groups**

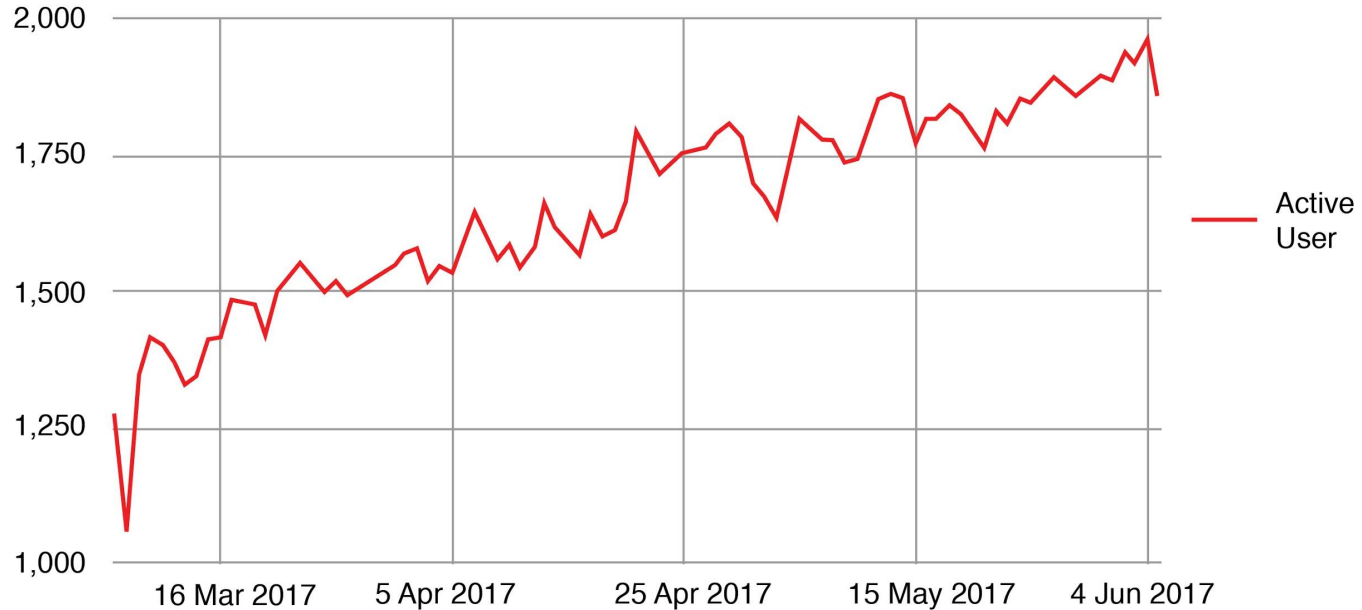
# FLEXIROAM X *SUBSCRIBER GROWTH*



Since its launch in June 2016, FLEXIROAM X has seen an average quarter on quarter growth of **102.8% in its subscriber base** and **80.2% in the number of active users** for the past 12 months.

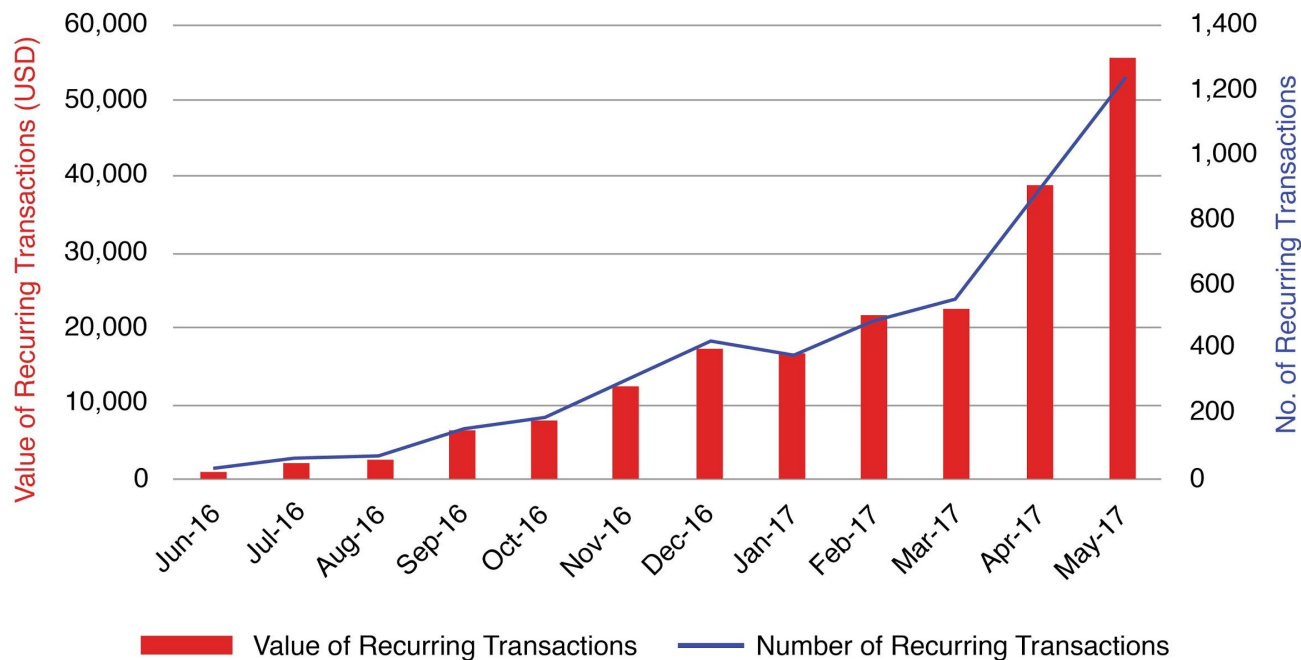
# FLEXIROAM X *DAILY ACTIVE USERS*

Daily Active Users over 90 Days



Past 90 day between Mar 2017 to Jun 2017 has seen a **56% increase of daily active users from 1250 to 1950**. The overall trend of daily active users increase is attributed to growth of user base.

# FLEXIROAM X *RECURRING REVENUE GROWTH*



Between Mar to May 2017 the **value of recurring transactions grew by 150% from US\$20,000 to US\$50,000**. In May 2017 the number of **recurring transactions per month exceeded 1,200** with a **average value of over US\$41** per recurring transaction.



# *FLEXIROAM X CUSTOMER LOYALTY AND VALUE*

## *SUSTAINABILITY*



**Strong Customer  
Retention**

**33.7%**

Customers made  
Subsequent purchases



**1.8 Transactions**

Average subsequent purchases  
Per recurring customer



**High Recurring  
Revenue**

**57.5%**

Of Total Revenue  
derived from recurring  
purchases



**US\$41**

Average Revenue per recurring purchase

# NEW MASS *MARKET STRATEGY* (APRIL 2017)

*Towards Sustainable Mass User Acquisition*

## New Package - *Flexiroam X lite pack*

*(X Microchip, 100mb of data, 1 Year activation period)*

- Low barriers of entry product, entry price of \$5 only

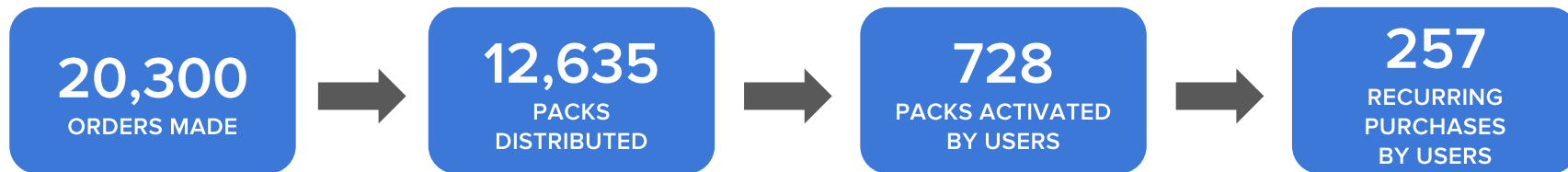


## New Distribution Model - *Partner Program 2.0*

- Minimum upfront purchase with recurring incentivize for each successful distribution and activation

## Partner Program Performance (Apr-May 2017)

- 35%. Lite upack sers made subsequent data topup

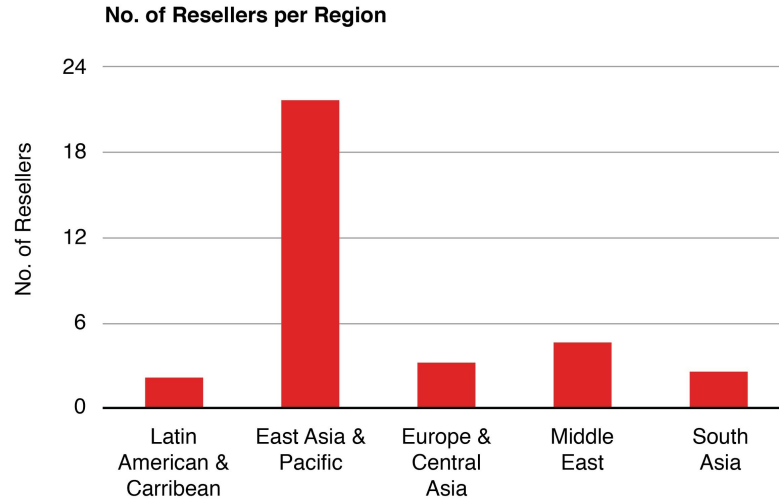


# NEW MASS MARKET STRATEGY (APRIL 2017)

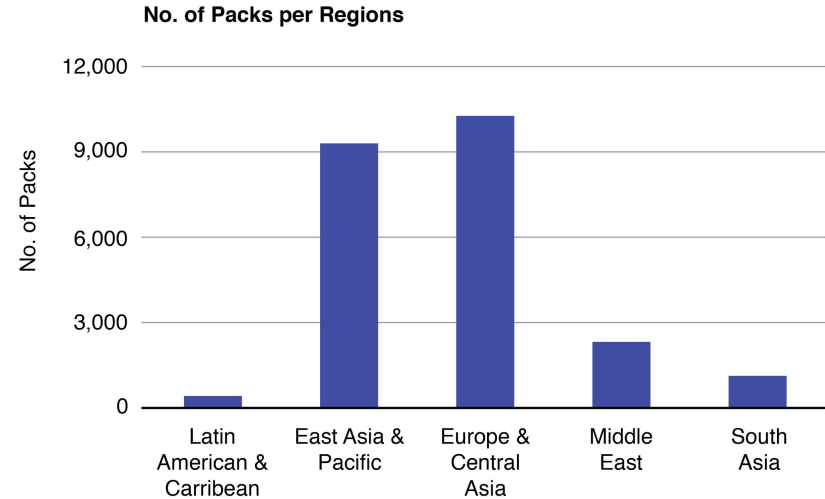
*International distribution through global partnerships*

## Partner Program 2.0

Global distribution has reached **33 distributors from 14 countries**



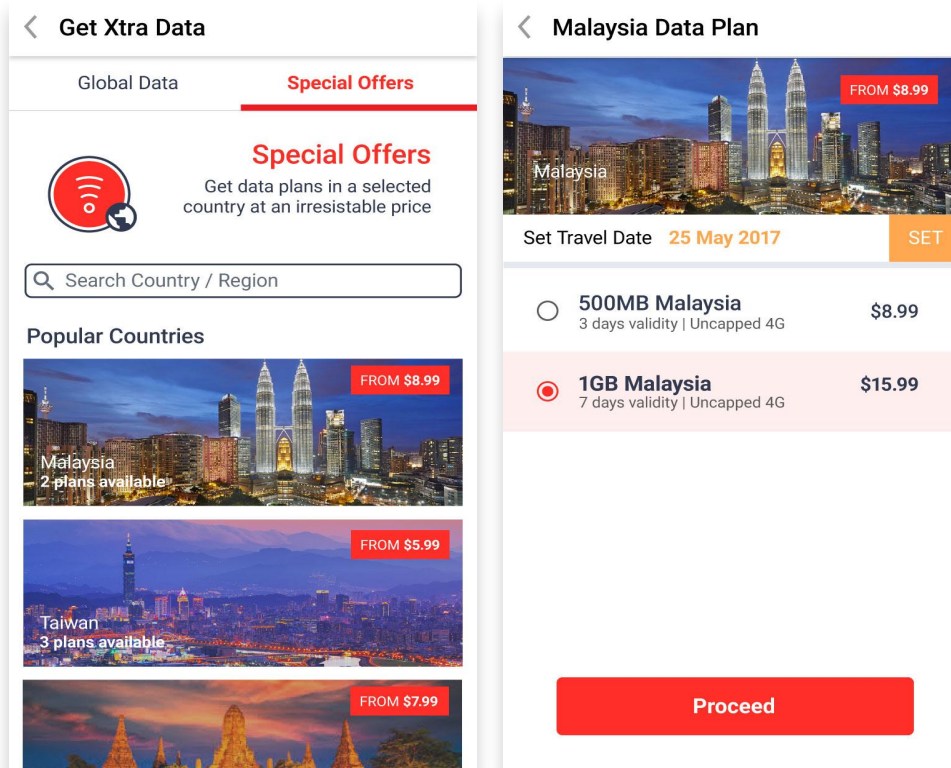
Majority of resellers in East Asia & Pacific with as many as 21 in the region



Most number of packs distribution in Europe & Central Asia amounting to 10,200 packs.

# WIDENING MARKET SEGMENT

Introduction of low price data plan to target a USD 496 billion international leisure travel market<sup>1</sup>.



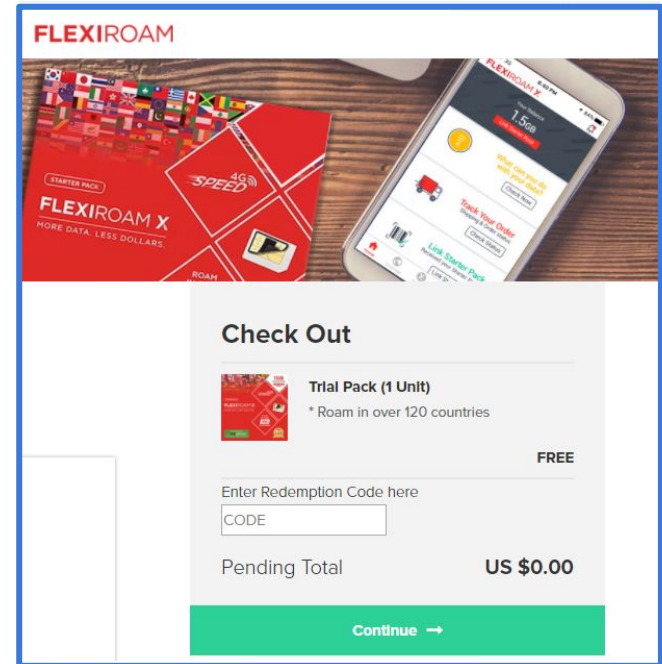
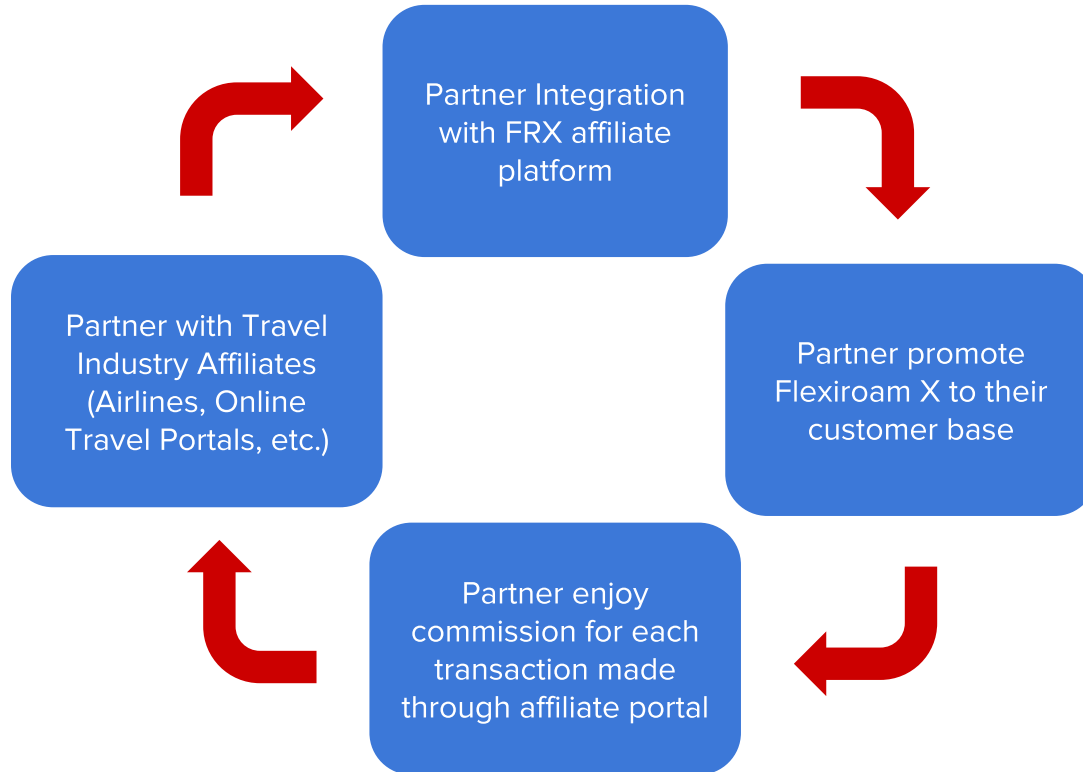
- Country specific data plan for popular travel destinations
- Low data prices to rival local SIM card offerings
- Flexible & dynamic promotional offerings

## Existing & Upcoming Plan Comparison

	Existing Plans	Upcoming Plans
Coverage	Global	Country Specific
Target Segment	Frequent Travelers	Budget Travelers
Value	Convenience	Price
Plan Duration	Up to 1 Year	Less than 10 days

# AFFILIATE *PLATFORM* (Q3 2017)

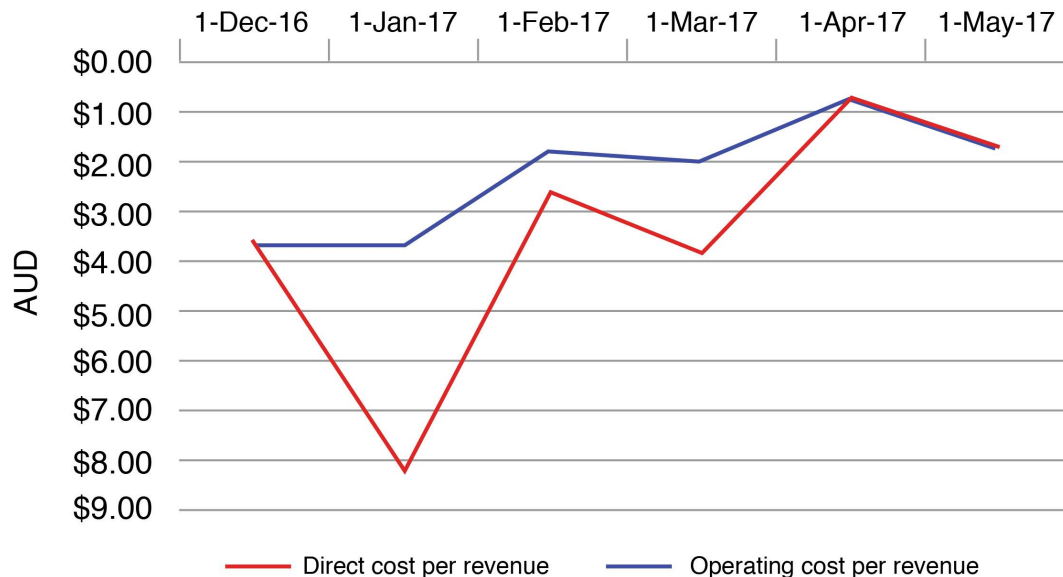
*Forging partnerships with online & offline travel industry titans*





# TOWARDS *CASH FLOW POSITIVE*

Cost Per Revenue (6 months)



The **cost per revenue over the past 6 months has been decreasing** due to increasing revenues coupled with reduction in direct cost and consolidation of operation cost

# CORPORATE OVERVIEW

## CAPITAL STRUCTURE as of 8 June 2017

Listed on ASX	June 2015
Share on Issue	193.69 million
Share Price	A\$0.08
Market Capitalisation	A\$15.495 million
Share Price High/Low (52 weeks)	A\$0.16 - A\$0.08
Cash balance as at 31st March 2017	A\$ 3,145,770

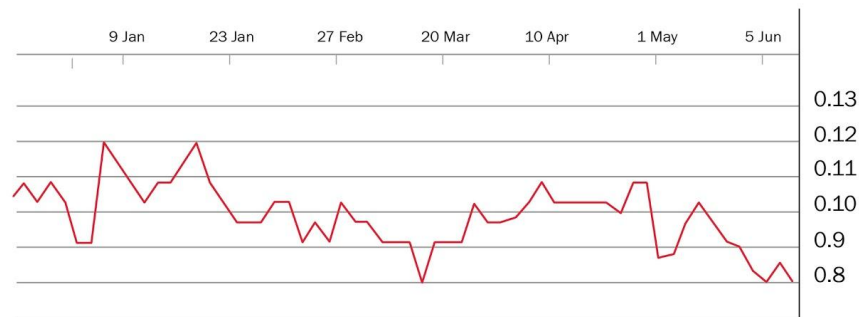
\*Disclaimer

The figures above are derived from

<https://www.bloomberg.com/quote/FRX:AU> accessed on 8 June 2017

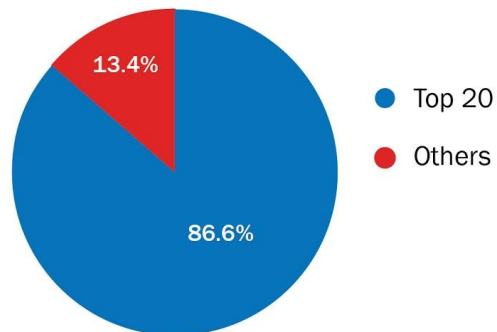
Figures for illustration purpose

## 6 months Share Price Performance

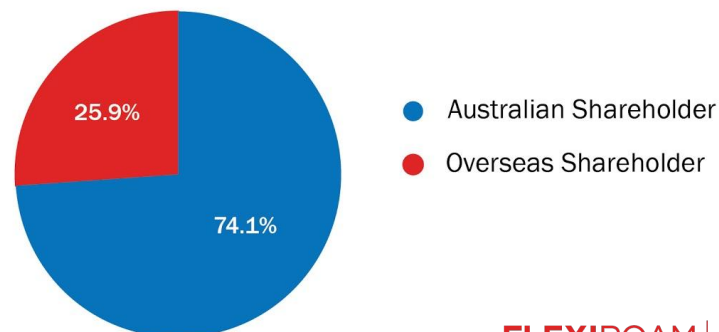


\*7 Dec 2016 - 7 Jun 2017

## SHAREHOLDING BREAKDOWN



## SHAREHOLDERS Breakdown by location



## CONTACT DETAILS

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