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FLEXIROAM PARTNERS WITH PAKISTAN'S LEADING ELECTRONICS RETAIL CHAIN

Flexiroam Limited is pleased to announce that its wholly owned subsidiary, Flexiroam Asia Limited ('Flexiroam') is partnering with Telemart, the foremost electronics retail chain in Pakistan.

Telemart operates under the umbrella of their parent company, Tradelinks Enterprises. The tech giant has built itself an outstanding reputation as a reliable retailer in the electronics market in Pakistan. Telemart has a strong presence with over 160 stores in 28 cities within Pakistan and Dubai (including 4 stores in Karachi, Pakistan's most populous city). Telemart also operates an online store that has over 5 million subscribers.

Throughout the year-long partnership, Flexiroam X will be available for purchase at Telemart's physical and online stores in Pakistan and Dubai. This strategic partnership is designed to allow Flexiroam to gain a foothold in the Pakistan and Dubai markets by providing immediate broad access to the citizens of those countries. Flexiroam is keen to tap into Pakistan and Dubai's high traveller volume of over 12.7 million and 83.6 million travellers respectively (2016 figures). The partnership provides Flexiroam X with the opportunity to establish itself as the ideal roaming solution for both inbound and outbound travellers.

"Partnering with Flexiroam is one of the exciting partnerships we have dived into. It's one of the most innovative products we have in line. Being one of the largest retail and e-stores in Pakistan, we are very enthralled with being the first one to launch Flexiroam in Pakistan. Whenever I am traveling, I always have my Flexiroam with me and it always proves to be very efficient connectivity", said Ahmed Rauf, CEO of Telemart.

Jef Ong, the Managing Director of Flexiroam, added "This deal brings Flexiroam X to Pakistan and Dubai, significantly widening our potential user base in Central Asia and the Middle East. The collaboration is in line with our strategy to constantly source new markets to break into and eventually make Flexiroam a household name in the data roaming industry."

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ABOUT FLEXIROAM LIMITED

FLEXIROAM (ASX: FRX) is a leading telecommunications company offering universal voice and data services for mobile users globally. Its flagship data roaming product, FLEXIROAM X has coverage in over 100 countries with 4G speed in over 56 countries. 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. Please visit www.flexiroam.com.

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