

FLEXIROAM APPOINTS CHIEF REVENUE OFFICER

Key highlights:

- Joost Cordes appointed Chief Revenue Officer, based in Amsterdam where he will build a global sales team
- Joost's previous executive sales experience spans the IoT automotive vertical, a key growth vertical for Flexiroam, as well as enterprise sales
- Flexiroam is developing an international team to capitalise on global growth opportunities, with CEO Marc Barnett relocating to Dubai from Malaysia

Flexiroam Limited (ASX: **FRX**) (**Flexiroam** or the **Company**) is pleased to announce that Joost Cordes has been appointed Chief Revenue Officer commencing 2 August 2021. Mr Cordes will be based in Amsterdam and will build a global sales team, in line with the Company's growth strategy.

Mr Cordes brings more than 14 years of executive sales experience spanning the Internet of Things (**IoT**), telecommunications, automotive and printing industries, with strong international experience, having established and worked with sales teams across Europe, the US and Asia.

Mr Cordes was most recently Head of Europe - Sales & Business Development for Tata Communications, where he was the regional business head responsible for Tata Communications' connected automotive solutions vertical. In this role he generated new business with European car manufacturers.

Before joining Tata Communications, Mr Cordes was Manager Global Sales at Truphone, where he led a team of international account managers and prior to this held senior sales positions at Canon and Xerox.

Commenting on the appointment, Flexiroam Chief Executive Officer Marc Barnett said: "Joost brings a wealth of IoT and enterprise sales experience to Flexiroam, and I am delighted to welcome him to the Company. His depth of experience in securing large IoT deals will be a tremendous asset for Flexiroam, as we build out our IoT capabilities and build a global sales team. I look forward to Joost's contributions to the leadership team as we continue to execute on our growth strategy.

"With a communications platform that guarantees coverage across 580 network providers in over 150 countries, we have broadened our growth focus beyond South East Asia and Joost will be building out our global sales team across Europe and the US to capitalise on the opportunities we see for Flexiroam. I have relocated to Dubai, where we have established a business entity and see tremendous opportunities for growth across the Middle East. Dubai's time zone allows me to effectively lead the business, with our team, partners and customers spread across the world."

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FLEXIROAM

AUTHORISED BY THE BOARD OF DIRECTORS

Corporate Inquiries

Marc Barnett, CEO & Executive Director
Telephone: +61 2 8188 3919
Email: investor@flexiroam.com

Investor Inquiries

Market Eye
Justin Foord
Telephone: +61 2 8097 1200
Email: justin.foord@marketeye.com.au

ABOUT FLEXIROAM

Founded in 2011 by Jeffrey Ong, CIO and Executive Director, Flexiroam Limited (ASX:FRX) started with a mission to push the boundaries of communications. What began as a solution for travellers needing seamless mobile data at competitive rates, has evolved beyond the consumer travel market.

Flexiroam provides connectivity across any device, in any part of the world for any application. The Company is a superconnector for people and machines globally. Flexiroam's versatile network now spans across 580 network operators in over 180 countries and territories, making it the preferred service for consumers and businesses worldwide.

For further information, please visit <https://www.flexiroam.com/>

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