

# FLEXIROAM

## MEDIA RELEASE

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### FLEXIROAM PARTNERS WITH THE ATHLETICS ASSOCIATION FOLLOWING THE TOKYO OLYMPICS

#### Key highlights:

- Flexiroam is partnering with The Athletics Association to provide its members with data and ongoing discounts on Flexiroam's Global Data plans
- Members are also incentivised to refer Flexiroam to family, friends and followers
- The Athletics Association has a large global membership of track and field athletes, including numerous Olympic medalists, with substantial social media presence
- The success of the Olympic Games provides the ideal platform to significantly enhance Flexiroam's profile and showcase benefits to international travellers

Flexiroam Limited today announced that it has launched a new partnership with The Athletics Association, following the 2021 Tokyo Olympics. The Athletics Association is an independent, not for profit organisation that provides a voice for elite track and field athletes around the world, with membership and reach in the thousands.

The partnership will see Flexiroam providing data to members for the next two years, starting with the 2021 Tokyo Olympics. The athletes are provided with Flexiroam Global Data plans, and attractive discounts for friends, family and followers. Members are incentivised to refer the service using a referral code, earning themselves additional data for every ten new users referred.

Commenting on the partnership, The Athletics Association President Christian Taylor said: "In a time where our communities are told to remain distant, causing many to feel isolated, we are looking for solutions to help bridge the gaps and get people connected again. With elite athletes frequently travelling internationally to compete, it's important that they can seamlessly connect, wherever they are in the world. Using Flexiroam, our members can access a truly global network, allowing them to maintain their many commitments whilst abroad and stay in touch with their coaches, family and friends. We are grateful that Flexiroam is offering substantial benefits for our members and their followers and we look forward to promoting the partnership."

Flexiroam CEO & Executive Director Marc Barnett said: "We are delighted to be partnering with The Athletics Association by offering Global Data Plans to their Members. The Athletics Association has a large global membership of track and field athletes, including numerous Olympic champions and medalists. We believe in the mission to give athletes a voice and are excited to be able to provide our support. We are confident that the referral program will help to substantially increase our userbase, as we can leverage the strong social media following of members. The Tokyo Olympic Games provides the ideal platform to launch the partnership and significantly enhance our profile and showcase Flexiroam's exceptional benefits to international travellers."

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## 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/>*