

# FLEXIROAM

## MEDIA RELEASE

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### FLEXIROAM JOINS AIR ASIA'S BIG REWARDS PROGRAM

#### Key highlights:

- Flexiroam has been included in the AirAsia BIG Rewards Program, as a Merchant Partner in Indonesia
- BIG Rewards is the leading points platform in the ASEAN region, with 2.5 million active users in Indonesia and 24 million users across the ASEAN region
- Flexiroam users in Indonesia will receive one BIG Point for every \$1 USD spent on Flexiroam products, redeemable at more than 300 Big Rewards merchants for flights, hotels and lifestyle deals
- AirAsia BIG Rewards Indonesia will promote Flexiroam products on its platform and Flexiroam will provide its members with discounted Global Data Plans

Flexiroam Limited (ASX: **FRX**) (**Flexiroam** or the **Company**) is pleased to announce that it has joined AirAsia's BIG Rewards Program as a Merchant Partner in Indonesia. Flexiroam users in Indonesia will receive one BIG Point for every \$1 USD spent on Flexiroam products, redeemable at more than 300 merchants for flights, hotels and lifestyle deals. The initial agreement term is 12 months and the contract will automatically renew every 12 months, unless 3 months' notice is provided by either party.

BIG Rewards has significantly expanded from being AirAsia's loyalty program, to now comprise a comprehensive lifestyle rewards platform, with a diverse range of partners across lifestyle, travel and financial services. BIG Members can use BIG Points to redeem AirAsia flights, pay for AirAsia bookings and redeem partners' deals for savings and rewards.

Commenting on Flexiroam's participation in the BIG Rewards Program, Flexiroam CEO & Executive Director Marc Barnett said: "We are looking forward to joining the BIG Rewards Program as a Merchant Partner, offering Indonesian Travellers benefits they can directly use towards their travel plans. Big Rewards is the region's leading points program and joining the program provides us with exposure to a customer base of 2.5 million active users in Indonesia.

The Indonesian economy is the largest in Southeast Asia, with a population that is young, growing and rapidly urbanising, making it one of the fastest-growing consumer markets in the world and an ideal market for our continued growth."

FLEXIROAM Limited (ASX:FRX) ACN 143 777 397

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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/>*