

## FLEXIROAM SIGNS AGREEMENT WITH EMIRATES

### Key highlights:

- UAE headquartered airline Emirates has signed an agreement to include Flexiroam as an in-flight retail product
- Emirates is a leading global airline with a long history within the aviation sector with its current fleet numbering 262 aircraft and a proven track record, flying 19 million passengers across six continents in 2021 and 2022
- Emirates will offer Flexiroam SIM cards and data bundles as an in-flight product, initially on approximately 100 of its aircraft
- The initial contract is for 1 year, including a 90-day termination notice by either party with an expected annual revenue of A\$150,000

Flexiroam Limited (ASX:FRX) (**Flexiroam** or the **Company**) is pleased to announce it has signed an agreement with UAE-based airline Emirates. Under the agreement Emirates will offer Flexiroam's SIM cards and associated data bundles as an inflight product in approximately 100 aircraft with scope to expand to 180 aircraft, generating an expected annual revenue of A\$150,000.

Emirates currently operates across 6 continents, carrying approximately 19 million passengers in 2021 and 2022 alone. The Emirates in-flight magazine provides a direct distribution channel for Flexiroam to reach Emirates passengers requiring roaming data, with its customised data plan spanning 128 countries.

Flexiroam Chief Executive Officer Marc Barnett said: "Having Flexiroam added to the Emirates in-flight offering is a fantastic step in our journey. Flexiroam is a global leader in data roaming and the opportunity to partner with a globally recognised brand and market leader in Emirates is a great opportunity for us. Emirates has an established network of customers across the world that we can leverage to further increase our market share and brand exposure globally.

"The agreement is expected to initially deliver annual revenue of \$150,000 per annum and has the potential to expand from being onboard 100 aircraft to 180 of its aircraft as things progress. This is a great first step with Emirates and we look forward to expanding our relationship with them. Having built out our global team and made significant investments in our infrastructure, we are well placed to continue to expand our reach across further sectors and countries."

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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](mailto:investor@flexiroam.com)

### Investor Inquiries

Market Eye  
Ronn Bechler  
Telephone: +61 400 009 774  
Email: [ronn.bechler@atomicgroup.com.au](mailto:ronn.bechler@atomicgroup.com.au)

## ABOUT FLEXIROAM

*Founded in 2011 by Jeffrey Ong, Flexiroam Limited (ASX:FRX) started with a mission to push the boundaries of communications. What began as a solution for travelers 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 520 network operators in over 200 countries and territories, making it the preferred service for consumers and businesses worldwide.*

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