

# FLEXIROAM

## MEDIA RELEASE

13 July 2022

### FLEXIROAM EXPANDS PINE LABS IOT CONNECTIVITY TO THE UAE

#### Key highlights:

- Flexiroam will expand its mPOS IoT connectivity agreement with Pine Labs, to include its devices in the UAE
- The expansion follows the successful rollout of connectivity to Pine Labs' devices in Malaysia
- Pine Labs is an innovative financial technology business providing a wide range of payment acceptance and merchant commerce solutions to prominent large, mid-sized and small merchants across India and Southeast Asia
- Demonstrates Flexiroam's success at expanding mPOS coverage into new global markets

Flexiroam Limited today announced that it has expanded its IoT connectivity agreement with Pine Labs to now also include devices it manages in the UAE. The expanded agreement follows the successful initial rollout of connectivity to mobile point of sale (mPOS) devices under Pine Labs' management in Malaysia.

Flexiroam CEO & Executive Director Marc Barnett said: "We are pleased that Pine Labs has chosen to expand their connectivity agreement to include the UAE, following the success of our service in Malaysia. Pine Labs is a leading merchant commerce platform, servicing leading brands across key markets and we look forward to further building our partnership with them. The expanded agreement is in line with our global mPOS growth strategy and represents our entry into the UAE mPOS market. We have a strong track record of delivering connectivity services to leading mPOS operators, and our partnership with Pine Labs has the potential to further expand, given their strong global footprint."

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## 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 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 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/>*