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# FLEXIROAM PARTNERS WITH SOUTHEAST ASIA'S LEADING RIDE-HAILING PLATFORM GRAB

Flexiroam Limited (ASX:FRX) is pleased to announce that its wholly owned subsidiary Flexiroam Asia Limited ("Flexiroam") has signed a partnership agreement with Grab, Southeast Asia's leading ride-hailing platform, as a partner in the GrabRewards Loyalty Program. GrabRewards is Southeast Asia's first regional loyalty program for ride-hailing passengers.

Grab is a technology company which offers ride-hailing and logistic services as well as payments via its mobile application. Founded in 2012 in Malaysia, Grab has expanded to cover over 34 cities across 6 countries, which are Malaysia, Singapore, Thailand, Vietnam, Indonesia and the Philippines. Grab now has 33 million app downloads, 630,000 drivers and operates the largest transportation network in the region with up to 1.5 million daily bookings.

Through GrabRewards, Grab users are able to earn Grab points with every ride they book. The loyalty program provides Grab users with special offers from different partners of Grab. In accordance with the partnership agreement, Flexiroam's offers are advertised to Grab users via the GrabRewards Program. Grab users can redeem Flexiroam's free data and discount offers via using their Grab points. The partnership will see Flexiroam featured in Grab's marketing channels such as their app, press release and blog.

Partnering with Southeast Asia's leading ride-hailing platform allows Flexiroam to gain exposure to over 33 million Grab customers, providing a great opportunity for Flexiroam to leverage on Grab's extensive user base. In addition, Grab offers targeted marketing to specific segments of its user base that are considered ideally receptive to Flexiroam's offerings.

Managing Director of Flexiroam, Jef Ong adds "Both Grab and Flexiroam are asset-light businesses which are highly scalable with promising long-term sustainability. This partnership will increase our brand exposure within the South East Asian region and make Flexiroam X easily accessible to all Grab users. I feel there is a perfect fit to the business partnership as Flexiroam services will also benefit travellers who wish to contact their Grab drivers whilst overseas."

#### -Ends-

# **ABOUT FLEXIROAM LIMITED**

FLEXIROAM (ASX: FRX) is the leading telecommunications company offering a globally unified voice and data service for mobile users around the world. Its flagship data roaming product, FLEXIROAM X allows users to earn up to 100GB of data which is usable in over 100 countries and has one of the longest validity of any data roaming plan available on the market today. FLEXIROAM is an asset light telecommunications company that does not own physical infrastructure yet is able to connect to around 580 network operators globally. FLEXIROAM aspires to be a household name in borderless mobile broadband service in Asia and beyond.

### **ABOUT GRAB**

Grab is Southeast Asia's leading ride-hailing platform. Grab solves critical transportation challenges to make transport freedom a reality for 620 million people in Southeast Asia. Grab's core product platform includes commuting solutions for drivers and passengers with an emphasis on convenience, safety and reliability, as well as its proprietary mobile payments platform, GrabPay, Grab currently offers services in Singapore, Indonesia, Philippines, Malaysia, Thailand and Vietnam. For more information, please visit: http://www.grab.com.

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