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Company Announcements Office  
ASX Limited

## FLEXIROAM COLLABORATES WITH KNOWLARITY TO ENTER INDIAN MARKET

### Highlights:

- The collaboration between FLEXIROAM and Knowlarity provides the Company with network access to key regions in India
- The agreement enables FLEXIROAM to continue its rapid expansion in Asia cost efficiently
- The collaboration further increases the value proposition of Roam8, FLEXIROAM's roaming application
- The agreement provides an opportunity for FLEXIROAM to leverage Knowlarity's cloud based offering in other markets, such as the Philippines, Turkey and Dubai

**4 AUGUST 2015** - Flexiroam Limited today announced its wholly owned subsidiary Flexiroam Sdn Bhd ("FLEXIROAM" or "the Company") is collaborating with Knowlarity, a leading provider of cloud communications in emerging markets, to enter the Indian market and exhilarate the Company's expansion strategy in Asia.

Knowlarity is the leading provider of cloud communications in emerging markets and provides the most comprehensive communication tools for customers and individuals. The agreement provides FLEXIROAM with network access to key regions in India, including Delhi, Mumbai and Bangalore, leveraging Knowlarity's cloud-based infrastructure and virtual numbers under the terms of the agreement.

This represents significant value for customers and stakeholders, as not only will it enable FLEXIROAM to quickly enter the Indian market but also greatly increase the value proposition of Roam8. FLEXIROAM's Roam8 service allows users to own multiple international numbers, in one application, eliminating the need for international roaming and IDD calls. By utilising Knowlarity's cloud based technology, services for India can be added to the Roam8 app.

"As we continue our expansion strategy in Asia, India was the next logical step. Collaborating with Knowlarity provided a cost effective solution to continue our growth and start making inroads into the Indian market," said Jef Ong, CEO at FLEXIROAM.

"We already support travellers from nine countries, including Australia, Hong Kong, Indonesia, Singapore, UK and US, eliminate roaming costs to over 170 countries. This adds one of the quickest emerging countries to that list and one where budget travel is increasing."

As FLEXIROAM continues its rapid expansion throughout Asia, its collaboration with Knowlarity will provide opportunities to add countries in which it operates, such as the Philippines, Turkey and Dubai. By extending the countries it operates in, FLEXIROAM increases the value proportion to potential customers. This will allow FLEXIROAM to increase its penetration of its addressable markets and its average revenue per user (ARPU), as individuals use a combination of the Company's products to eliminate roaming costs.

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In the terms of the agreement, FLEXIROAM is to pay Knowlarity set-up fees, monthly service fees and usage based charges. In return, FLEXIROAM will receive the use of Knowlarity's virtual local phone numbers, as well as its cloud-based communications network.

#### About FLEXIROAM

FLEXIROAM is a Malaysian-based telecommunications company offering services internationally. The Company provides a range of products allowing customers to remain connected abroad without attracting significant connection fees or tariffs.

Its core products include the FLEXIROAM Roaming Pass and the FLEXIROAM SIM cards, which allow travellers to use their local numbers with unrestricted voice and data access at their destination of choice. To date, over 300,000 people from all over the world have already benefited from combined savings totalling more than A\$23 million.

#### About Knowlarity

Trusted by over 12000 businesses across 65+ countries, Knowlarity is the leading provider of cloud communications in emerging markets and provides the most comprehensive communication tools including, IVR, and conferencing facilities for SMEs, enterprise customers and individuals.

Headquartered in Singapore, with offices in India, Philippines, Turkey and Dubai, the company makes cloud communications between businesses reliable and intelligent by providing a suite of hosted products that help businesses improve their productivity. Knowlarity's flagship products, SuperReceptionist and SmartIVR, can process over a million calls an hour.

Knowlarity is a Deloitte 500 Fast Track company, Fortune India 40 under 40, Red Herring 100 and Techcircle 2012 winner. The company was incorporated in 2009 and has grown from a garage startup to a 550+ employees company. Knowlarity is backed by Sequoia Capital and Mayfield, two of the most prestigious Venture Capital firms in the world, and plans to be a billion dollar organization that will serve millions of SMEs in emerging markets in the next 5 years.

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