

# FLEXIROAM

## MEDIA RELEASE

4 August 2022

### FLEXIROAM BECOMES OFFICIAL MOBILE DATA PROVIDER OF THE EAST ASIA SUPER LEAGUE

#### Key highlights:

- Flexiroam has become the Official Mobile Data Provider for The East Asia Super League (EASL), providing players, staff and VIPs with connectivity and data bundles for the 2022-2023 season
- The EASL is the premier basketball league in Asia with an extensive viewership, featuring clubs in mainland China, Taiwan, Japan, South Korea and the Philippines
- The Flexiroam brand will be widely promoted by The EASL during the Group Stage and Finals, as part of the sponsorship arrangement
- The agreement will see Flexiroam provide eSIM's and data to the EASL, in return for the advertising, promotional and sponsorship opportunity

Flexiroam Limited today announced that it has launched a new sponsorship agreement with The East Asia Super League ahead of the 2022-2023 Basketball Season. The EASL is Asia's elite club-to-club basketball tournament, featuring the top teams from across the region, all of which are championship contenders in their domestic leagues. The contract is for a one-year term and involves Flexiroam providing eSIMs and data to players, staff, and VIPs, in exchange for extensive brand promotion during the event.

Commenting on the sponsorship deal, The East Asia Super League CEO and Founder Matt Bayer said: "As the hub of East Asian basketball, we're bringing the best club teams together in an elite home-and-away competition. It's important that our visiting players and staff are able to seamlessly stay connected during the upcoming season, and we are excited to partner with Flexiroam as our Official Mobile Data Provider. Their products will be seen by hundreds of millions of basketball fans around the world as they tune in to EASL inaugural Season 1 tipping off this October."

Flexiroam CEO & Executive Director Marc Barnett said: "We are pleased to be playing a role in a revolutionary concept that will fundamentally increase the awareness and quality of basketball across East Asia. With games taking place internationally every week, it is the perfect opportunity for Flexiroam to showcase its coverage and ease of use to everyone involved in the league. The EASL is the ideal platform to boost our brand recognition amongst travellers in Asia, and we look forward to leveraging the advertising and promotional opportunities, to increase our customer base."

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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/>*

## ABOUT East Asia Super League (EASL)

*East Asia Super League's (EASL) founding mission is to create East Asia's premier basketball league, while elevating the sport in the region. EASL is the region's first professional intra-club basketball league, operating with a ten-year agreement with FIBA. EASL's vision is to become one of the world's top three professional basketball leagues by 2025.*

*East Asia Super League will tip-off with the support of a 10-year agreement with FIBA, the world governing body for basketball, granting FIBA Asia's recognition. The champions and runners-up from the previous Japan B.LEAGUE, Korea KBL and Philippines PBA seasons will qualify to compete in EASL. The newly formed Bay Area Dragons and the championship team from Chinese Taipei's P. LEAGUE+, will be the Greater China representatives.*

*The eight teams split into two groups of four play a round-robin format. Each team plays a home and away game against their group, six games each, for a total of 24 games during the group stage from October 2022 to February 2023, with two EASL Group Stage games taking place every Wednesday night. The top two teams in the standings from each group advance to the Final Four and play in sudden death matches for the first-ever EASL championship in March 2023.*

*For more information about the East Asia Super League, please visit [www.easl.basketball](http://www.easl.basketball) or any of our social media channels.*

## GLOBAL:

Facebook - <https://www.facebook.com/eastasiasuperleague/>  
Instagram - <https://www.instagram.com/eastasiasuperleague/>  
LinkedIn - <https://www.linkedin.com/company/asia-league-limited/>  
TikTok - <https://www.tiktok.com/@easlofficial>  
Twitter - <https://twitter.com/EASLofficial>  
YouTube - <https://www.youtube.com/eastasiasuperleague>

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## CHINA:

Douyin - <https://v.douyin.com/J6WsChK/> (ID: EASL)

Kuaishou - <https://v.kuaishou.com/7HGRpT> (ID: EastAsiaSuperLeague)

Sina Weibo - [https://www.weibo.com/asialeague?is\\_hot=1](https://www.weibo.com/asialeague?is_hot=1)

WeChat – search “东亚超级联赛”

## JAPAN:

Instagram - [https://www.instagram.com/easl\\_jp/](https://www.instagram.com/easl_jp/)

Twitter- [https://twitter.com/EASLofficial\\_jp](https://twitter.com/EASLofficial_jp)

## KOREA:

Instagram – [https://www.instagram.com/easl\\_kr/](https://www.instagram.com/easl_kr/)

Facebook – <https://www.facebook.com/EASLKorea/>