

## MEDIA RELEASE

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### FLEXIROAM SIGNS ESIM RESELLER AGREEMENT WITH OPTIONIZR

#### Key highlights:

- Global booking and payment solutions provider Optionizr has signed an agreement to be a white-label reseller of Flexiroam's eSIM technology
- Optionizr is a software provider that offers secure and seamless alternate payment methods for several clients across a range of industries and geographies
- With its online platform available worldwide, Optionizr provides the tourism industry with over 40 ancillary, reservation, and alternative payment methods to the travel industry
- The agreement is for a minimum 18-month term with a notice period of 30 days

Flexiroam Limited (ASX:FRX) today announced that it has signed an eSIM white-label reseller agreement with global payment software provider Optionizr. Under the agreement, Optionizr will sell Flexiroam eSIM technology and data through a Flexiroam powered digital reseller portal, mainly targeting airlines and travel agencies. This agreement is valid for a duration of 18 months with an option to renew on a monthly or yearly basis.

Optionizr is an innovative software provider dedicated to the travel and tourism industries based in France, that offers secure and seamless alternate payment methods. With several payment software tools such as time to think, multi-card payments and, Optionizr aims to boost client revenue by reducing shopping cart abandonments and increasing conversion and customer loyalty. With its online platform available globally, Optionizr services a variety of leading brands including several airlines and travel agencies. Utilising an API, Optionizr will offer Flexiroam's eSIMs and data plans through an online reseller portal to mainly to its airline client base as an ancillary service.

Commenting on the partnership, Optionizr President Laurent Sidier said: "Flexiroam's eSIM technology solutions are a great addition to our client offering. With our aim to help clients boost their revenue with our innovative payment tools, providing eSIMs and data plans as an ancillary service for their customers through our online reseller portal will contribute to an increase in customer engagement and an enriched client database."

Flexiroam Chief Executive Officer Marc Barnett said: "The ability to provide eSIMs and data plans to Optionizr's impressive client base is a fantastic opportunity to broaden our market share and increase our brand exposure across several geographies including Europe, North America, Oceania and Asia. By offering our technology through Optionizr's digital reseller portal, we will be able to access a vast network of new customers."



# FLEXIROAM

“With a focus on Optionizr’s airline clients, Flexiroam will be able to provide their customers with leading eSIM connectivity across top destinations including Europe, USA, Canada, the Middle East and more. Flexiroam will provide Optionizr’s customers with access to the most stable connection possible while travelling, utilising our global network of 520 operators in over 200 countries and territories. Following the expansion of our global team and improvements in our infrastructure, we will continue to pursue exciting partnership opportunities within the travel industry to accelerate our global growth plans.”

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## **Corporate Inquiries**

Marc Barnett, CEO & Executive Director  
Telephone: +61 2 8188 3919  
Email: [investor@flexiroam.com](mailto:investor@flexiroam.com)

## **Media Inquiries**

Automic Markets, Ronn Bechler  
Telephone: +61 400 009 774  
Email: [ronn.bechler@automicgroup.com.au](mailto:ronn.bechler@automicgroup.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 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/>*