

## MEDIA RELEASE

20 December 2022

### FLEXIROAM TO PROVIDE WTA MEMBERS WITH GLOBAL DATA PLANS

#### Key highlights:

- Flexiroam has signed an agreement with the Women's Tennis Association (WTA) to supply eligible members with a free sim card and/or e-SIM bundled with a 3GB Global Data Roaming Plan, with an option to top up data at discounted prices
- WTA members will receive additional discounts when referring Flexiroam to any third parties using a unique shareable link

Flexiroam today announced that it has signed an agreement with the WTA, the global leader in women's professional sports and the governing body for women's professional tennis. Under the agreement, Flexiroam will provide Global Data Plans to eligible members within the WTA with an option to purchase additional data at discounted rates. Additionally, affiliate links will be provided to eligible members to share with family, friends and followers for attractive discounts.

Commenting on the collaboration, the WTA's Chief Operating Officer Matthew Cenedella said, "With our WTA professional tennis players and coaches travelling across the globe, constantly staying connected while competing and training in different countries is a necessity. The data provided by Flexiroam will be enormously beneficial to our members as it will ensure the most reliable connectivity in over 150 countries."

Flexiroam Chief Executive Officer Marc Barnett said: "We are pleased to be collaborating with the WTA to provide data packs and connectivity to the world's best female tennis players. With the WTA's international network of players, directors and coaches, this partnership will promote our products and expand our customer base globally. This follows a similar agreement with the ATP, with Flexiroam now providing global connectivity to the associations representing the highest level of female and male tennis players internationally."

"With the return of international sports and a significant rise in domestic and international travel, the demand for a simple connectivity solution continues to increase. We see an opportunity to continue to expand our relationships with international sports governing bodies as we continue to execute on our global growth strategy," added Mr Barnett.



# FLEXIROAM

## Corporate Inquiries

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

## Media Inquiries

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

## ABOUT FLEXIROAM

*Founded in 2011, 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 the WTA:*

*Founded by Billie Jean King in 1973 on the principle of equal opportunity, the WTA is the global leader in women's professional sports. The WTA is one of the world's most recognizable and high-profile sports organizations, consisting of more than 1600 players representing approximately 87 nations, all competing to earn WTA rankings points and prestigious tournament titles. The Hologic WTA Tour is annually comprised of around 50 events and four Grand Slams, spanning six continents and nearly 30 countries and regions with a global audience of over 900 million. Further information on the WTA can be found at [wtatennis.com](http://wtatennis.com)*