

# FLEXIROAM

17 December 2025

## FLEXIROAM LAUNCHES WORLD'S FIRST AI-POWERED eSIM AGENT: POSITIONED FOR THE 'AGENTIC COMMERCE' REVOLUTION

### Key highlights

- **Strategic Milestone Delivered:** Commercial launch of FlexiRoam's **AI-assisted Connectivity Platform** within Q2 FY26, delivering on the commitment outlined in the FY25 Annual Report.
- **World's first AI eSIM experience<sup>1</sup>:** Launches "Travel AI", a generative AI concierge integrated into **WhatsApp**, enabling travellers to discover, purchase, activate and manage eSIM connectivity via **voice, image (e.g., screenshots) or text**
- **Addressing Two Megatrends:** Positions FlexiRoam at the intersection of the **\$385 billion** 'Agentic Commerce' shift<sup>2</sup> and the global eSIM explosion, with GSMA Intelligence forecasting that **76% of all global smartphone connections** will be eSIM-enabled by 2030<sup>3</sup>.
- **Enterprise game-changer:** Launch of a "**Zero-Integration**" **AI Concierge** for enterprise partners (airlines, banks, insurers), enabling rapid deployment of co-branded eSIM experiences with minimal technical lift.
- **Scalable economics:** Aligns with the Company's strategy to scale **high-margin, recurring revenue** by reducing friction in both consumer acquisition and enterprise enablement.

**FlexiRoam Limited (ASX:FRX)** ("FlexiRoam" or "the Company") is pleased to announce the official commercial launch of its new AI-powered connectivity ecosystem, comprising a consumer-facing platform ([flexiroam.ai](https://flexiroam.ai)) and a dedicated enterprise partner hub ([brands.flexiroam.ai](https://brands.flexiroam.ai)).

This launch delivers on the roadmap outlined in the Company's FY25 Annual Report and Q1 FY26 Quarterly Update, marking FlexiRoam's transition to a technology-first **Connectivity Platform-as-a-Service (CPaaS)** leader.

### Capitalising on the Convergence of AI and Connectivity

FlexiRoam's new platform is positioned at the intersection of two structural shifts: the move to digital connectivity (eSIM) and the rise of autonomous purchasing (Agentic Commerce).

For personal use only

# FLEXIROAM

- Leading analysts at Morgan Stanley identify "Agentic Commerce" as a paradigm shift for the internet economy, projecting it could drive **\$385 billion** in e-commerce sales by 2030<sup>2</sup>.
- Simultaneously, GSMA Intelligence forecasts that **76% of global smartphone connections** will be eSIM-enabled by 2030<sup>3</sup>.

## The Consumer Experience: flexiroam.ai

The platform is designed to remove the friction that has historically limited eSIM adoption by enabling an “**App-less, Chat-first**” experience.

- **Frictionless Onboarding:** Travellers can begin a conversation with **Travel AI** on WhatsApp - an ecosystem with over 2 billion users - to browse options and complete a purchase instantly.
- **Voice + Image (e.g., screenshots) + Multi-language Support:** Users can interact naturally using voice notes, image or text in over 70 languages.
- **Fast Activation:** Automated setup enables users to get connected in **under 3 minutes**, without navigating complex settings or downloading a new app.

## The Enterprise Opportunity: brands.flexiroam.ai

A core pillar of FlexiRoam’s FY26 growth strategy is scaling brand partnerships. The new platform allows enterprise partners to deploy their own Agentic capabilities.

- **“Zero-Integration” Deployment:** Partners can deploy a co-branded AI Concierge experience via major messaging channels with **zero technical integration** required.
- **High-Perceived Value:** Brands can bundle connectivity as a customer “perk”, leveraging FlexiRoam’s agent infrastructure to manage provisioning and support.
- **Faster Time-to-Revenue:** Streamlined deployment allows partners to launch in **days rather than months**, accelerating FlexiRoam’s commercial pipeline.

## Commentary

FlexiRoam CEO and Executive Director, **Mr Jeffrey Ong**, said:

*“In our recent updates to shareholders, we committed to launching a simpler, AI-assisted platform by Q2 FY26. Today, we have delivered on that commitment with a product we believe is a world-first in the travel connectivity market.*”

# FLEXIROAM

*“We are launching this platform at a critical inflection point. We are witnessing the global standardisation of eSIM technology coinciding with the dawn of ‘Agentic Commerce’ - a massive shift where AI helps consumers buy, not just browse. With Travel AI, FlexiRoam is positioning itself to be the infrastructure layer for both of these megatrends.*

*“Crucially, this platform is built for scale. For our enterprise partners - including airlines, insurers, and banks - we have solved the integration headache. They can now offer FlexiRoam connectivity to their customers almost instantly. This is the engine that will drive our next phase of high-quality, recurring revenue growth.”*

## Outlook & Commercialisation Strategy

Following the deployment, the Company is focused on commercial execution to improve unit economics and accelerate growth:

1. **Accelerating Enterprise Pipeline:** The Zero-Integration capability addresses the primary friction point for partners. The Company is actively progressing a pipeline of discussions across key verticals and expects the reduced technical requirements to accelerate the conversion of these discussions into commercial agreements.
2. **Operating Leverage:** The AI concierge automates key elements of onboarding and support. As volumes scale, this automation is expected to reduce the marginal cost of support, protecting EBITDA margins.
3. **Lowering Acquisition Costs:** By shifting the user journey into messaging channels, the Company aims to drive organic referral behaviour and reduce reliance on paid acquisition channels over time.

**-END-**

**AUTHORISED BY THE BOARD OF DIRECTORS**

### Corporate & Investor Enquiries

Jefrey Ong

CEO & Executive Director

Email: [investor@flexiroam.com](mailto:investor@flexiroam.com)

# FLEXIROAM

## **About FlexiRoam**

FlexiRoam Limited (ASX:FRX) provides global travel connectivity solutions through eSIM and platform capabilities that help travellers and enterprises stay connected across international markets. FlexiRoam partners with brands to embed connectivity into the travel experience, delivering solutions for both consumers and enterprise customers.

## **Forward-looking statements**

This announcement contains forward-looking statements. Actual results may differ materially due to known and unknown risks and uncertainties. Forward-looking statements are not guarantees of future performance and involve subjective judgement and assumptions.

*1 “World’s first” is based on the Company’s assessment of currently available market offerings as at the date of this announcement.*

*2 Morgan Stanley Research, ‘Here Come the Shopping Bots’, 8 December 2025. Market size projection refers to US e-commerce sales by 2030.*

*3 GSMA Intelligence, ‘eSIM: State of the Consumer Market and Adoption’.*