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FLEXIROAM SECURES FULL ROLLOUT WITH TUNE PROTECT, EMBEDDING CONNECTIVITY ACROSS ALL PRESET TRAVEL POLICIES

Partner to include FlexiRoam mobile data as a standard benefit in all eligible travel insurance policies.

Key Highlights

- **Commercial Partnership:** FlexiRoam has executed a Commercial Partnership Agreement with White Label Sdn. Bhd., an insurtech subsidiary of Tune Protect Group Berhad, acting as a distribution partner for licensed insurers within the Group.
- **Full Deployment:** The Partner has committed to including FlexiRoam bundled data as a default benefit across all Preset Policies sold during the term.
- **Brand Partnership Validation:** Demonstrates FlexiRoam's AI-powered platform as a scalable solution capable of supporting enterprise-scale, automated deployments for travel brands.
- **AI-Powered Engagement Channel:** Eligible policyholders activate their bundled data through FlexiRoam's AI-powered WhatsApp agent, enabling automated activation, support, and post-purchase engagement.
- **Expansion Framework:** The parties have established a framework to expand the partnership to support upsell and cross-sell distribution via FlexiRoam's WhatsApp conversational channel, with the parties intending to progress this expansion within approximately six months of commencement.
- **Strategic Positioning:** Positions FlexiRoam within the travel industry's ancillary revenue ecosystem—a market where airlines alone generated **USD 148 billion** in non-ticket revenue in 2024[1].

FlexiRoam Limited (ASX:FRX) ("FlexiRoam" or "the Company") is pleased to announce it has entered into a Commercial Partnership Agreement ("**Agreement**") with White Label Sdn. Bhd., an insurtech subsidiary of Tune Protect Group Berhad ("**Group**"), acting as a distribution partner for licensed insurers within the Group (**Bursa: TUNEPRO**).

Under the Agreement, the Partner will deploy FlexiRoam's AI-assisted connectivity platform to bundle mobile data with all Preset Policies sold during the term.

Partnership to deploy embedded Connectivity at Scale

This partnership represents a significant validation of FlexiRoam's AI-powered platform. The Partner has committed to a full rollout — every customer purchasing a Preset Policy will automatically receive a FlexiRoam connectivity entitlement as part of their purchase.

Customers access their data benefit via FlexiRoam's AI-powered WhatsApp agent, which automates activation and customer support without requiring app downloads. This AI-assisted flow creates a direct engagement channel at a high-value moment—when travellers are actively preparing for their trip—and provides a foundation to surface relevant ancillary services over time, subject to Customer consents and the scope of the partnership.

The default deployment transforms connectivity from a standalone utility into an embedded component of the Partner's travel insurance product.

Market Context

Travel brands are increasingly focused on products and services that extend customer engagement beyond the initial booking. Airlines generated approximately **USD 148 billion** in non-ticket revenue in 2024[1], demonstrating the scale of this opportunity.

FlexiRoam's embedded connectivity creates a repeatable, high-intent touchpoint that travel brands can use to extend engagement beyond the initial purchase.

By embedding FlexiRoam's platform into the insurance workflow, the Partner gains an engagement touchpoint at a high-intent moment in the traveller's journey. This deployment establishes an always-on post-purchase engagement channel that can support additional ancillary product distribution over time.

Commercial and Expansion Framework

Under the Agreement, FlexiRoam earns per-entitlement fees linked to the Partner's travel policy sales volume. The parties have established a framework to expand the partnership to support upsell and cross-sell distribution via FlexiRoam's WhatsApp-based conversational channel. The parties intend to progress this expansion within approximately six months following commencement.

Commercial Terms

The Agreement commences on execution for an initial term of **two (2) years**, with automatic annual renewals.

Revenue is derived from per-entitlement fees. While the Company cannot quantify total contract value at this stage (as it depends on the Partner's policy sales volume), the Board considers the Agreement strategically material as it validates the commercial scalability of the Company's AI-powered platform.

Management Commentary

FlexiRoam CEO and Executive Director, Mr Jefrey Ong, said:

"Securing a full rollout with Tune Protect is a significant milestone. Their commitment to include our data across all Preset Policies validates that our platform is ready for enterprise-scale deployment.

"This positions FlexiRoam as an embedded engagement layer within the travel journey and creates a scalable channel to support ancillary distribution over time — extending beyond travel insurance into other travel verticals such as airlines, hotels and OTAs."

[1] CarTrawler and IdeaWorksCompany, 'Worldwide Estimate of Ancillary Revenue', October 2024.

This announcement has been authorised for release by the Board of Directors.

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About Tune Protect Group

Tune Protect Group Berhad (Bursa: TUNEPRO) is a Malaysia-based financial holding company that provides underwriting and reinsurance services for non-life insurance products. The group's subsidiaries include licensed insurance entities that issue travel insurance products, with White Label Sdn. Bhd. acting as the Group's digital distribution platform.

About FlexiRoam

FlexiRoam Limited (ASX:FRX) operates an AI-powered global connectivity platform, supplying eSIM and physical SIM-based data solutions across 190+ countries through 600+ carrier partners. The Group's principal activities are focused on two core segments: Travel Connectivity (direct-to-consumer and B2B2C enterprise partnerships) and B2B Solutions (IoT and corporate fleet connectivity).

Corporate & Investor Enquiries

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Forward-Looking Statements

This announcement contains forward-looking statements that involve risks and uncertainties. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions regarding future events and actions that are expected to take place. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company. The Company cannot and does not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements. No formal guidance is provided.