



PRESS RELEASE

Cubic Telecom Significantly Lowers MAXROAM Global SIM Card Rates Again

Company's global data plan footprint helps travellers save up to 90-percent on mobile connectivity when abroad and now covers over 180 countries

DUBLIN (17 May, 2016) — [Cubic Telecom](#), a global connectivity solution provider, today announced further reductions to its voice, SMS and data rates on [MAXROAM](#), its global SIM card-based B2C offering. The new rates are effective today in 16 Latin American, African and the Middle Eastern countries. The MAXROAM global single SIM solution can be used in over 180 countries and allows users save up to 90 percent on global connectivity costs.

Visitors to countries such as Colombia, Ecuador, Grenada, Honduras, Guatemala, Suriname, Panama, Guyana and Peru will now pay just €0.15c per MB of data, and €0.30c per minute on calls with a pre-paid MAXROAM SIM. Today's announcement standardises rates across Latin America as Argentina, Brazil, Chile, Costa Rica, El Salvador, Mexico, Uruguay and Nicaragua already enjoy these low tariffs.

Due to Cubic's collection of agreements with Tier 1 Mobile Network Operators worldwide, users can connect to local networks, and enjoy local rates. MAXROAM customers automatically connect to these local network partners as they travel, and inevitably enjoy faster, more reliable data speeds and competitive local rates for voice, text and data services.

"We're very excited to be introducing further savings for our customers, especially in Latin America as this becomes a more popular travel destination. MAXROAM provides cost control and reliable connectivity for those travelling abroad," said Barry Napier, CEO of Cubic Telecom. "With MAXROAM our customers are part of the family no matter where they go, with superior connectivity and savings up to 90 percent compared to traditional rate plans."

Reduced MAXROAM price plans will also take effect today in Tanzania, Armenia, Azerbaijan, Bolivia, Bosnia, Botswana and Mongolia, along with the inclusion of the 9 Latin American countries listed above to the Global bundles footprint. MAXROAM offers several types of bundles to customers, depending on where they are traveling to, Europe-wide bundles, USA bundles and various global bundles, which can be priced as low as €20. To learn more about the competitive price plans available or to purchase the MAXROAM global SIM card please visit www.maxroam.com.

About Cubic Telecom

Cubic Telecom is a global connectivity platform company that offers flexible mobility solutions that power connectivity for leading Internet of things (IoT), machine-to-machine (M2M) and mobile device companies across the globe. The company enables users to offer not just products, but post-sale services – building a lasting and ongoing relationship with end-users. Providing connectivity in over 180 countries; the most robust network, device and retail partnerships worldwide; and flexible over-the-air (OTA) device management; Cubic Telecom enables global scalability with local connectivity anytime, anywhere. Based in Dublin Ireland, Cubic Telecom's partners and customers include some of the world's leading Fortune 100 tablet and notebook manufacturers, retailers, and M2M and automotive companies. The company was founded in 2006 and is privately held, having raised more than \$37 million in strategic investments from Audi, Qualcomm, Sierra Wireless, and others. For more information, visit www.cubictelecom.com.

###



CUBIC TELECOM
THE SMART NETWORK

PRESS RELEASE

U.S. MEDIA CONTACT

Rebecca Kufrin

[Skyya Communications](#) for Cubic Telecom

www.skyya.com

ph: (952) 746-1309

rebecca.kufrin@skyya.com