

The Dawn of Virtual eSIM Offload

eSIM + OpenRoaming WiFi | Seamless Connectivity. Smarter Journeys.



eSIM PROVIDERS

Saily

Holafly

Roam

Mobilise

Freedom Telecom



VIRTUAL eSIM OFFLOAD

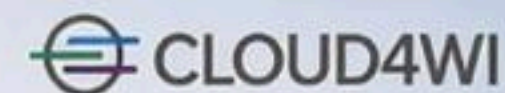
INTELLIGENT HANDOVER

CELLULAR ↔ OPENROAMING WiFi



NO CLICKS. NO FRICTION.
JUST CONNECTIVITY.

OPENROAMING WiFi PROVIDERS



eSIM DATA PLAN

PREDICTABLE.
SECURE.
COST-EFFECTIVE.



OPENROAMING WiFi

CAPACITY WHERE
YOU NEED IT MOST.
INDOORS. OUTDOORS.
EVERYWHERE.



SMARTER
DATA USAGE



BETTER INDOOR
PERFORMANCE



CONTINUOUS
EXPERIENCE



GREATER VALUE FOR
VISITORS & LOCALS

OpenRoaming WGC Americas

Live Demo





The neutral exchange for Wi-Fi offload.

UPLINK · MAY 2026 · WBA WGC DALLAS

Massive Demand. Fragmented Supply.



**Cellular roaming
remains expensive**

**Wi-Fi capacity remains
under utilized**

**Integration complexity
slows adoption**

The Market Conditions have finally aligned.

OpenRoaming
maturity

eSIM adoption
accelerating

Increased operator
cost pressure

Global demand for
seamless connectivity

The Market Was Missing **Three Things**

1

**Aggregated
roaming demand**

2

**Frictionless
onboarding**

3

**Controlled pricing
& settlement**

Uplink: a managed marketplace, not an Open Exchange



Simple Integration: World-wide Reach



**Single
integration**

**Dynamic
routing**

**SLA-aware
allocation**

Aggregated Demand → Uplink → Curated Supply Pool

Protecting Supplier Economics



**No raw
pricing exposure**

**SLA-based
differentiation**

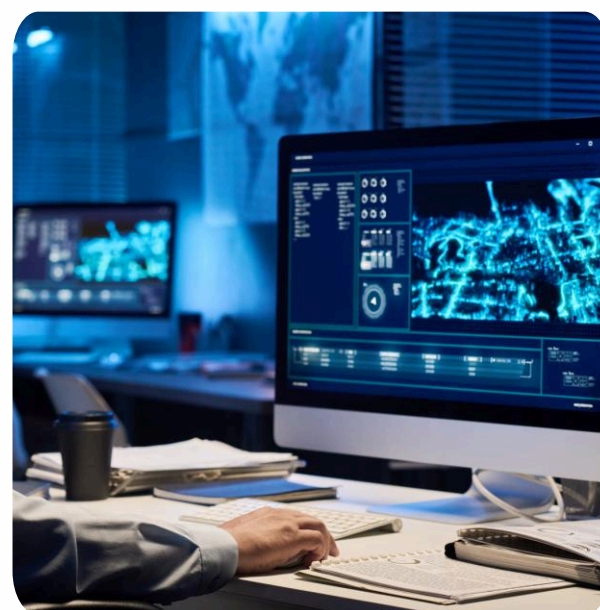
**Pooled
supply model**

**Allocation not driven
solely by price**

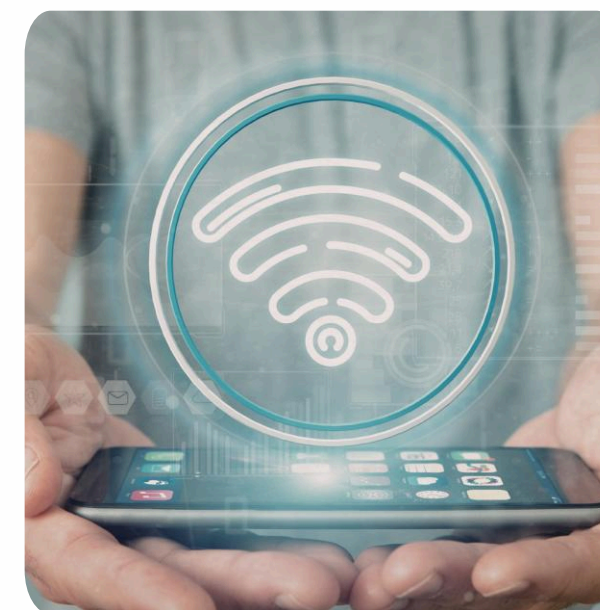
Building the Economic Layer



**Align demand and
supply economics**



**Simplify roaming
operations**



**Unlock underutilised
Wi-Fi capacity**



**Create scalable
marketplace economics**



The neutral exchange for Wi-Fi offload.

UPLINK · MAY 2026 · WBA WGC DALLAS