

Nomad eSIM Rebrand Factsheet & FAQ

Company Overview

1. What is Nomad eSIM?

Official Boilerplate

Nomad eSIM is a travel technology brand helping people stay connected to more of what matters when they travel. With seamless connectivity across **200+ destinations worldwide**, Nomad eSIM makes it easy for travelers to stay present and make the most of every trip.

As the way people travel continues to evolve, Nomad eSIM is dedicated to building products and experiences that help people get more from every journey. By making connectivity effortless, travelers are free to focus on discovering new places, creating meaningful memories and embracing every opportunity along the way.

In a nutshell:

- **Nomad eSIM is a travel technology brand that helps people stay connected to more of what matters when they travel**
- **Nomad makes staying connected while travelling simpler, more flexible and more rewarding**

2. Brand Promise

Nomad eSIM gives you more — more ease, more value, and more time to focus on what matters

Key Messages

More Ease

From the moment you land, connection simply works, making every journey smoother, simpler and more seamless.

More Freedom

Instant activation and flexible data plans gives travelers more freedom to get connected whenever and wherever they need to and enjoy the flexibility to travel, move and explore on your

terms, not weighed down by worries of finding reliable data or having to swap out SIM cards on-the-go.

More Experiences

Connection should never interrupt the way you experience the world. Providing reliable connectivity gives travelers more space and confidence to stay present in the moments, discoveries and connections that make every journey worth remembering.

More Value

Through loyalty rewards, referral benefits and membership perks, Nomad eSIM helps travelers unlock more value the more they explore, connect and engage with the brand during their trips

Brand Tagline: More With Every Journey

"More with every journey" is more than a tagline. It is the **unifying idea that connects every Nomad eSIM experience**. It should be **used across key customer touchpoints to reinforce** our promise of making travel simpler, richer and more rewarding. While it doesn't need to appear in every piece of communication, it should be present at moments **where the brand is introduced, reinforced or remembered**.

3. About Nomad eSIM, The Company

- Founded in **2020** with the goal of making international connectivity easier and more affordable for travelers.
- Nomad is backed by LotusFlare, a leading telecommunications infrastructure and software company, whose platform supports digital operators, APIs, monetisation and connectivity infrastructure.

Where is Nomad based?

Headquartered in Santa Clara, California, Nomad eSIM has a global office network spanning Singapore, London, California and China, with a distributed team serving travellers worldwide.

How large is Nomad eSIM's user base?

- Over 4.5 million registered users (accurate as of 14 Sep 2026) ~ to update regularly
- [Data tracker here](#)

Core Products/ USPs

The broader value proposition is that every trip/journey with Nomad eSIM can provide additional value towards the next one, rather than each purchase being a purely one-off transaction.

Nomad eSIM's core offerings:

- [Free 1GB trial](#): New users can try Nomad eSIM with 1GB of data for three days available in 76 destinations, requiring no credit card. This provides a low-risk way for travellers to assess the setup, connectivity and app experience before relying on it for a longer trip.
- [Weekly Wins](#): Travellers can check in through the Nomad eSIM app before an upcoming trip to unlock points, plan discounts and data add-ons. This rewards users for planning ahead and can reduce the cost of their next plan.
- [Nomad Points and rewards](#): Customers earn points from eligible purchases and activities, which can be redeemed towards future eSIM plans.
- [Nomad Membership](#): A free, automatically enrolled loyalty programme where eligible purchases count towards a customer's membership tier over a rolling 365-day period. Higher tiers unlock benefits such as up to 15% back in Nomad Points, free data add-on vouchers, birthday discounts and destination-specific offers.

Frequently Asked Questions

What is an eSIM?

An eSIM is a digital SIM built into a compatible device. It allows travellers to activate a mobile data plan without inserting or changing a physical SIM card.

Why use a Nomad eSIM when travelling?

Nomad eSIM provides a convenient way to get connected when travelling internationally, helping users avoid the need to purchase a physical SIM or rely solely on potentially expensive roaming.

Where does Nomad work?

Nomad eSIM offers connectivity across **200+ destinations**, with coverage and network options varying by destination and plan.

Does Nomad eSIM provide phone calls and SMS?

Most Nomad eSIM plans are **data-only**. Selected plans and destinations may offer local calling and texting capabilities. Users should check the individual plan details before purchasing.

Can I keep my regular SIM while using Nomad?

Yes. On compatible dual-SIM devices, travellers can keep their regular SIM active while using the Nomad eSIM for mobile data.

Is Nomad eSIM only for frequent travellers?

No. Nomad eSIM offers plans for different types of travellers, from short holidays and weekend trips to longer, multi-country journeys.

About the Rebrand

Why is Nomad eSIM rebranding?

Following strong growth this year, we initiated a brand refresh to **modernise our identity** and establish **more consistent creative standards** across markets, building a **stronger foundation** for global expansion.

The refreshed brand puts greater emphasis on the **overall travel experience, value, community and the moments connectivity enables**.

What to Expect

The rebrand introduces a refreshed visual identity and a broader expression of what Nomad stands for, alongside an evolving app experience, greater value for customers and more travel-focused content and community engagement.

What is staying the same?

Nomad eSIM remains focused on helping travellers stay connected wherever they go. Customers can continue to access Nomad's travel eSIM services across its global destination network.

What does "More With Every Journey" mean?

More With Every Journey reflects Nomad eSIM's ambition to give travellers more than connectivity alone, more value, more freedom, more experiences and more ways to make the most of every journey.

Is Nomad eSIM becoming more than an eSIM company?

Nomad eSIM remains a travel connectivity business, but the brand is evolving to reflect the broader role connectivity plays in travel. **Connectivity is not the destination; it enables travellers to experience more, navigate with confidence, stay close to the people who matter and make the most of their journeys.**

What does the new Nomad eSIM brand stand for?

At its core, Nomad eSIM is about giving travellers **more with every journey** — more connection, more freedom, more experiences and more value.