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The Manager  
Market Announcements Platform  
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SatPhone Shop Relocations Online Purchasing & Rentals of Satphones with Launch of New Website

World Reach Limited ('World Reach') is pleased to announce that one of its subsidiaries, SatPhone Shop Pty Ltd ('SatPhone Shop'), a leading online shop for remote satellite communication products and Telstra's largest mobile satellite dealer, has this week launched a new transactional and content rich website at [www.satphoneshop.com](http://www.satphoneshop.com)

Expected to give customers an industry leading online shopping and rental experience, SatPhone Shop's new website is simple to navigate, enabling customers to access a range of mobile satellite and safety communication products and service offerings.

With the major shift to online purchases via mobile devices the new website enables an enhanced shopping experience for all users, regardless of their device. A one page checkout interface has also been introduced.

"We have transformed the website experience for our customers" explained Reiny Gajewski, General Manager of SatPhone Shop. "The website is our shop window and we wanted to make sure that no matter who visits the site, they will find what they are looking for quickly without any fuss."

Given the rising demand for safety products and remote mobile satellite communications, both in Australia and abroad, including at sea, the new website, which showcases Iridium satellite products as well as other big brand names from producers such as Beam Communications (another World Reach subsidiary), Uniden, Garmin and ACR Artex, will be of particular appeal to 4x4, camping, hiking, fishing and outdoor adventure travelers.

Since its inception in 2012, SatPhone Shop has seen annual revenues grow year on year and is now a key contributor towards the performance of World Reach. The commerce and transactions effected through this new website, which we consider to be the best of its kind in Australia, is expected to repay the considerable investment made in the last 12 months, delivering an online experience that should set SatPhone Shop apart from its competitors well into the future.

Yours faithfully

A handwritten signature in black ink, appearing to read "Michael Capocchi". The signature is fluid and cursive, with a prominent loop at the end.

Michael Capocchi  
Managing Director