

Elsight enters strategic partnership with JS Group to amplify expansion efforts in the North American broadband market.

Highlights

- Starting in H2 2020, Elsieht implemented a multi-phased strategy to deepen focus on two main market segments: Unmanned systems and broadband connectivity with focus on rural areas with limited to no connectivity (where 4 billion people are living worldwide).
- **Phase I:** was to secure a pivotal Channel partner to lead an initial penetration into the American market.
- **Phase II:** was to deepen and accelerate North American channel market engagement. After an extensive search, Elsieht entered a strategic partnership with JS Group (JSG) to help achieve this goal. JSG is led by Janet Schijns, the former Channel Chief at Verizon and VP of Global Channels for Motorola.
- **Phase III:** empowers the JS Group to develop and implement an enhanced channel program to capitalize on the range of market opportunities for Elsieht.
- JSG and Elsieht aim to engage with recognized North American Channel leaders, consisting of Global Distributors, Value Added Resellers, Master Agencies, and Mobile Network Operators as part of the Company's go-to-market strategy to complement its own direct sales efforts.
- This first noteworthy step in 2021 indicates Elsieht's uncompromised commencement to accelerate the rollout of Halo via the massive and mature North American distribution channel.

2 March 2021 – Elsieht Limited (ASX: ELS) ('Elsieht Ltd, 'Elsieht' or 'the Company'), an ASX-listed company that develops advanced communication technologies for real-time data transmission over cellular networks in mission critical environments, announced today their strategic partnership with the JS Group, enabling the Company to amplify the expansion of "Halo", their flagship solution, through North American channels.

The partnership with JS Group, accelerates the Company's strategy to focus on opportunities in the unmanned and broadband market. JS Group's extensive channel experience, high-level industry contacts, and innovative growth strategies deliver tangible results. Leveraging JS Group's history of building multiple, 5-Star award winning channel programs for F100 technology companies represents a significant advantage for Elsieht's expansion strategy in the North American market.

This partnership is the second major step in an ongoing program to implement a North American Channel Strategy designed to provide go-to-market leverage of its existing and ongoing sales and marketing efforts by the Company.

- **Phase I:** was to secure a pivotal Channel to lead an initial penetration into the American market (completed July 2020, with an initial order of US \$1.6M)
- **Phase II:** was to deepen and accelerate a wider North American channel market engagement to increase Halo distribution, with the help of a partner with distinct channel experience, a strong track record, high value personnel, brand equity, and a history of overachievement.
- After an extensive search, Elsieht entered a strategic partnership with JS Group (JSG). The JS Group, led by Janet Schijns, the former Channel Chief at Verizon and VP of Global Channels for Motorola, specialises in Channel development, backed by its relationships and experience with leading distribution and reseller organisations in North America and around the world.

- **Phase III:** empowers the JS Group to develop and implement an enhanced and custom made channel program to capitalize on the range of market opportunities for Elsieht.
- JS Group and Elsieht are targeting an engagement with strong recognized North American Channel leaders, consisting of Global Distributors, Value Added Resellers, Master Agencies, and Mobile Network Operators as part of the Company's go-to-market strategy to complement its own direct sales efforts.

Yoav Amitai, Elsieht's CEO said, "After an extensive search for the channel development partner which has mobile and connectivity industry experience, and significant brand equity, it was clear that JS Group's unique approach and proven track record of overachievement will enable us to develop a robust channel ecosystem and accelerate our North American business growth and beyond."

"Distributors, Resellers, and Partners in North America all know, we at JSG, are extremely selective when it comes to representing companies and their technology solutions to the channel. As we evaluated Elsieht, we grew progressively excited, and are now honoured that they have chosen the JS Group for this substantial opportunity", said Janet Schijns, the CEO and Co-Founder of JS Group.

"With the market's intensifying demand for agnostic wireless connectivity options, Elsieht's solution and market timing could not be more perfect. Elsieht's solution enables secure, real-time adaptivity, and bonded data transmission. Halo provides absolute connection confidence with its ability to deliver high-bandwidth communication – anytime and anywhere – whether your need is stationary, portable, or actively mobile. The entire channel has an incredible opportunity with Elsieht's strong product portfolio, comprehensive training, partner enablement, and attractive compensation opportunities."

Janet Schijns is in the Top 10 Women in Technology 2020 (Analytics Insights), Top 50 Technology Influencers 2020 (Awards Magazine) and was named Channel Influencer of the year in 2019 and admitted in the top 5 influencers every year for the past decade. She was formerly EVP and CMO at Office Depot, where she led a major transformation to drive traction in IT services, generating recurring revenue from higher margin solutions. Prior to that, she was the Chief Channel Executive, Chief Marketing Technologist and ran business products for Verizon Business. Additionally, Janet ran the channel organization for Motorola Enterprise and Government and is a noted and admired expert in the industry, regularly appearing on the main stage at a variety of events.

Parallel to these efforts, there are several noteworthy POC trials in progress with prospective technology company partners as previously announced to market.

Authorised for release by the Board of Directors of Elsieht Limited.

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About Elsieht

Elsieht delivers Absolute Connection with 24/7 Confidence. Our proprietary bonding technology incorporates both software and hardware elements to deliver extremely reliable, secure, high bandwidth, real-time

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connectivity - even in the most challenging areas for stationary, portable, or actively mobile situational requirements. For more information, visit www.elsight.com

About JS Group

JSG helps clients capitalize on market opportunities by delivering distinct channel evolution expertise and operationalizing channel frameworks. JSG enjoys an industry-wide reputation for our go-to-market thought leadership, channel expertise, sales, and marketing enablement that drives revenue and market-share growth. Our mission is to #savethechannel. For more information, visit www.jsgrnow.com