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The Manager  
Market Announcements Platform  
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## **LANDMARK CHINA DISTRIBUTION DEAL**

### **MCN CHINA ORDERS AN INITIAL \$1M BEAM INMARSAT MARINE TERMINALS**

World Reach Limited announced today that its wholly-owned subsidiary, Beam Communications Pty Limited (Beam), has entered into an Agreement with Beijing Marine Communications & Navigation Company ( MCN ) - <http://www.bjmcn.com/EN/>- for the supply of an initial \$1M of Beam Inmarsat marine terminals.

This initial order follows the successful trial and now acceptance of the Beam terminals after MCN committed in July 2012 to undertake a trial deploying 200 Beam Oceana 400 and Oceana 800 marine communications terminals on fishing vessels in China, using the Inmarsat FleetPhone Service. At the time, for commercial and competitive reasons, the customer's details could not be disclosed.

The terminals were specifically designed and manufactured by Beam to support the voice, data and tracking communications that take place over the Inmarsat satellite network via its 'Fleetphone' maritime service. These terminals were launched to the global market in late 2011 to specifically target high volume deployments in emerging satellite markets.

"MCN is very pleased to be entering this contract with Beam for an additional commitment of USD\$1M of Beam Oceana terminals following the successful trial with our customers and channel partners in China. There are many thousands of fishing vessels in China that have a need for high quality and reliable satellite communications along with land based applications in smaller villages. MCN will be targeting these key land and maritime customers with an aggressive campaign to promote exclusively the Beam products and we are anticipating this to be very successful, therefore would anticipate placing additional orders with Beam in the coming months" said Mr Yumin Zhao, Director at MCN.

Beijing Marine Communication & Navigation Company (MCN) is a leading operator of satellite communication services in China. Founded in 1979, under the Ministry of Communication, MCN was solely authorised to supply the Inmarsat services in China mainland, and deliver complete solutions to customers, including terminal products, system integration, services and on-going support.

Beam has been actively addressing new market opportunities in Asia including China and Japan for the past

two years and therefore extremely pleased to have secured this strategic agreement and commitment from MCN, a leading strategic Inmarsat partner in China, further reinforcing Beam's position as a leading global provider of satellite communication solutions for both the Inmarsat and Iridium satellite networks.

Delivery of the initial order, valued at \$1.0M, will commence this quarter and be completed by 31<sup>st</sup> May 2013. At that time MCN will be required to make further commitments to Beam in order to maintain its exclusive right for distribution of the Beam product in China.

Yours faithfully



Michael Capocchi  
Managing Director

#### **About Beam Communications Pty Ltd**

Beam Communications Pty Ltd is a wholly owned subsidiary of World Reach Limited (ASX: WRR) ; Beam Communications designs, manufactures and distributes a wide range of Iridium and Inmarsat satellite voice, data, tracking terminals and accessories for the global telecommunications market. Beam is a strategic manufacturer of both Inmarsat and Iridium for satellite docking stations for the Iridium 9555,( [www.9555iridium.com](http://www.9555iridium.com) ) Iridium Extreme ( [www.9575iridium.com](http://www.9575iridium.com) ) and the Inmarsat IsatPhone Pro satellite telephones ([www.isatdock.com](http://www.isatdock.com) ). Through a global network of resellers Beam solutions are deployed in a wide range of vertical markets including Maritime, Transport, Government, Defence, Mining, Construction, Forestry, Emergency Services, Relief Aid, Telemetry and Rural Telephony. For more information, [www.beamcommunications.com](http://www.beamcommunications.com)

#### **About Beijing Marine Communication & Navigation**

Beijing Marine Communication & Navigation Company (MCN) is a leading operator of satellite communication services in China. It was founded in 1979, and under the Ministry of Communication. MCN was solely authorized to supply the Inmarsat services in China mainland, and deliver the package solutions to the customers, including terminal products, system integration, services and on-going support. MCN also has the responsibility of international Accounting Authority (CN03). With more than twenty years of experience, market knowledge, technical expertise, MCN is involved in various market segments, such as Chinese governments, China telecom operators, enterprise, organisation and so on, with high quality and total solution. [www.bjmcn.com](http://www.bjmcn.com)

#### **About World Reach Limited**

World Reach Limited is an Australian publicly listed company, with strategic ownership of companies involved in the design, manufacturing and distribution of equipment, applications and services for the global needs of Information Communication & Technology markets. World Reach Limited owns 100% of Beam Communications Pty Ltd, [www.beamcommunications.com](http://www.beamcommunications.com) and SatPhone Shop [www.satphoneshop.com](http://www.satphoneshop.com) For more information, [www.worldreach.com.au](http://www.worldreach.com.au)