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The Manager
Market Announcements Platform
Australian Securities Exchange Limited

LAUNCH OF WORLD'S FIRST SEAMLESS GLOBAL MESSAGING & SOS SERVICE

Highlights:

- **ZOLEO global launch date confirmed, with pre-sales available from 18 December 2019**
- **Solution specifically designed to drive recurring revenues from “sticky” customer base**
- **ZOLEO is the most cost-effective global messaging and SOS solution of its kind targeting large and global markets**
- **Provides seamless satellite capabilities using the App across Satellite, Wi-Fi and Cellular**
- **Beam anticipates ZOLEO sales and recurring airtime revenues will substantially increase group revenue from FY21 onwards**

Beam Communications Holdings Limited (ASX: BCC) is pleased to announce the presales launch of the affordable and highly capable global messaging device, ZOLEO, on 18 December 2019, with the unit to ship to customers from mid-January 2020.

The compact, wearable and rugged satellite device will be available from the [SatPhoneShop.com](https://www.SatPhoneShop.com) website, wholly-owned by Beam, and multiple major online platforms, such as eBay and Amazon.com, shortly thereafter.

ZOLEO will also be sold through select leading brick and mortar retailers, suiting users who prefer to inspect the product before purchase. Details of those vendors will be provided shortly.

ZOLEO will carry a MSRP of A\$345 and will give global satellite messaging and SOS capabilities to mobile phones (Android and Apple) via low-cost monthly plans starting from A\$32, up to an unlimited usage plan for A\$80.



All plans include an Australian dedicated mobile number that allows users to send and receive SMS to the same number for the life of their service. All prices are inclusive of GST.

Significant and targeted market appeal

The development of ZOLEO was based on thorough market research of target users, with 96% of surveyed respondents rating messaging communications and SOS alert features as the biggest reasons to purchase such a device.

In addition to ensuring global SMS functionality, users can also communicate through the free ZOLEO messenger and email app, no matter where they are on the planet, as long as there is clear sight of the sky. There is also a dedicated SOS button for emergencies and a separate check-in "I am OK" button.

The affordable solution is aimed at anyone who travels to or lives in remote areas of the globe, or anyone who moves in and out of mobile coverage for work or play. The size of the market opportunity for ZOLEO is extraordinary, at both retail and commercial levels, and Beam will invest significantly in its promotion of this product to distributors and end-users.

As more than 70% of the earth's surface is without mobile coverage, and 84% of Australia is not serviced by terrestrial networks, this presents a number of large market opportunities for ZOLEO.

This includes domestic and international adventure tourists (land or sea), rural residents, remote workers, caravanners, boaters, fishermen, 4WD enthusiasts, mariners and lone workers. The product will also be an essential tool for executive travellers who requires constant contact with their employers and clients.

Further, ZOLEO is perfect for those going on cruises who want to remain connected with friends and family, or as a gift to teenagers embarking on a backpacking adventure.



Unique features

ZOLEO has wider market appeal and offers several advantages over current mobile satellite devices. These include:

- Seamless messaging /email with auto switching between Wi-Fi, mobile and satellite
- Familiar smartphone messaging experience with emojis and ease of access to phone's contacts
- Water-resistant to IP68 (submersible up to 1.5m of water for 30 minutes)
- Australian mobile number to send and receive SMS
- Dedicated 24/7 SOS button and separate Check-In button
- Location (GPS) sharing
- DarkSky™ weather forecasts
- Up to 200 hours battery life
- Multitude of mounting options on body, vehicle, bike, boat etc
- Most affordable solution of its kind that's currently available

Global sales and recurring revenue

The ZOLEO concept was specifically designed to drive recurring revenue from a loyal and sticky customer base. The device can only be activated by ZOLEO Inc., the joint venture between Beam and Roadpost Inc., and unlike mobiles, cannot be used on rival networks or a competing service.

Global connectivity is provided by the recently upgraded US\$3B ubiquitous Iridium NEXT global satellite network. Iridium provides complete coverage of the globe, from pole-to-pole, through 66 interlinked Low Earth Orbit (LEO) satellites.

ZOLEO Inc. will receive a monthly ongoing fee for each subscriber and Beam anticipates that ZOLEO will contribute materially to group revenue from FY21 onwards.

ZOLEO will initially be available in the Australian and North American markets before a staged roll-out to other regions. Beam is responsible for the entire Asia Pacific region and Roadpost will promote and the product in North America under the previously announced 50-50 joint-venture arrangement. Both companies will jointly develop all other geographic markets.

"We are excited by the impending launch of the device as it fills an unmet need in the market. Our experience in developing and selling mobile satellite devices to adventurers in Canada and the US for more than 20 years tells me that ZOLEO will be a big success," said the chief executive of Roadpost, Morris Shaun.

"We have already received pre-orders from several satellite communications dealers and are close to signing up a large North American outdoor equipment retailer."

The Managing Director of Beam, Michael Capocchi said:

"It's taken us less than two years to design and launch an innovative product like ZOLEO, and that's a testament to the expertise we've developed over almost 20 years in designing communication equipment for the world's largest satellite operators."



Beam Communications Holdings Limited

ABN 39 010 568 804

5/8 Anzed Court, Mulgrave,
Victoria, Australia 3170

T +61 3 8561 4200

F +61 3 9560 9055

investor@beamcommunications.com

www.beamcommunications.com

"The appeal of ZOLEO is larger than what we are initially targeting. The next step for us will be to develop an end-to-end enterprise solution that will appeal to industries like mining and utilities."

Yours faithfully,

A handwritten signature in black ink, appearing to read "Michael Capocchi".

Michael Capocchi
Managing Director

For media and investor enquiries please contact:

Brendon Lau

e: brendon@vantagepointpartners.com.au

m: 0409 341 613

About Beam Communications Holdings Limited

Beam Communications Holdings Limited (formerly World Reach Limited) is an Australian publicly-listed company that specialises in the design, development, manufacture and distribution of satellite, cellular and dual-mode equipment, applications and services. Its products and services are adopted by some of the world's largest satellite and telecommunications companies, such as Iridium, Telstra, KDDI, Inmarsat & Thuraya, to fill the global needs of Information Communication & Technology markets. Beam Communications Holdings Limited owns 100% of Beam Communications Pty Ltd and SatPhone Shop Pty Ltd www.satphoneshop.com. For more information, visit www.beamcommunications.com.

About Roadpost Inc.

Incorporated in 1991, Roadpost is a foremost provider of mobile satellite equipment and voice and data services from industry leaders including Iridium, Inmarsat and Garmin. More than 45,000 subscribers trust Roadpost to equip them with the most reliable and innovative communications solutions available, from private and public sector organizations that need to connect and protect employees at work, to outdoor enthusiasts who travel the backcountry. Based in Toronto (Canada) with an office in Seattle (USA), Roadpost distributes its products directly and through its extensive network of authorized dealers throughout North America. Roadpost is a registered trademark of Roadpost Inc. For more information visit www.roadpost.ca.