

10 March 2021

The Manager
Market Announcements Platform
Australian Securities Exchange Limited

BEAM RECEIVES SIXTH ZOLEO ORDER TO FULFIL INCREASING DEMAND FROM RETAILERS

Highlights:

- **Beam received another order for 12,500 ZOLEO units as North American retailers stock up ahead of the Spring/Summer holidays**
- **ZOLEO is carried by all the major outdoor/camping retail chains in North America**
- **Beam has also received repeat orders for ZOLEO from Anaconda Group and notes an uptick in demand from its Australian retail partners as state borders reopen**
- **The Company is in advanced stages of negotiation with another major Australian retailer to stock ZOLEO**
- **Shipments of the latest order is expected to be completed before 30 June 2021, which will take total units shipped to ~47,000**

Beam Communications Holdings Ltd (ASX: BCC) is pleased to announce that it has received its sixth order for 12,500 ZOLEO units from its joint venture (JV) entity ZOLEO Inc. to meet increasing demand from its retail channel partners.

The demand for the Beam-designed and developed unique global messaging solution is primarily coming from North America ahead of the region's Spring and Summer holiday seasons, which typically coincides with a rise in sales for outdoor equipment.

ZOLEO is carried by all the major outdoor and camping retailers in Canada and the US, including Bass Pro Shop/Cabela's, Mountain Equipment Co-op (MEC), Recreational Equipment, Inc. (REI) and London Drugs.

Beam has also noted an increase in demand for ZOLEO from its Australian retail partners recently, albeit from a modest base as compared to North America where sales have exceeded expectations, as all state borders have reopened.

Leading Australian outdoor retailer Anaconda Group has made repeat orders for ZOLEO since it started selling the device in December 2020 and Beam is in advanced stages of negotiation with another major Australian retailer to stock the device.

Shipments of this latest batch of ZOLEO devices is expected to be completed before the end of the current financial year on June 30. This will take the total number of devices shipped to around 47,000 units.

Yours faithfully,



Michael Capocchi
Managing Director

For media & investor enquiries please contact:

Brendon Lau

e: brendon.lau@beamcommunications.com

m: 0409 341 613

About ZOLEO Inc.

Formed in 2018 and headquartered in Toronto, Canada, ZOLEO Inc. is a joint venture between Beam Communication Pty. Ltd. and Roadpost Inc. that is pioneering the development of innovative lower cost, consumer-oriented global messaging solutions, including innovative wireless devices and apps based on Iridium short burst data (SBD), cellular and Wi-Fi standards. The company serves three primary markets including consumers residing on the fringe of cellular coverage, outdoor recreation and lone worker safety. Its products are offered through authorised retailers in the US, Canada and Australia. Roadpost is responsible for retail distribution in North America and Beam is responsible for the Asia Pacific region. Staged distribution in other regions will be jointly managed. For more information visit www.zoleo.com.

About Beam Communications Limited

Beam Communications Holdings Limited is an Australian publicly-listed company (ASX:BCC) 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.