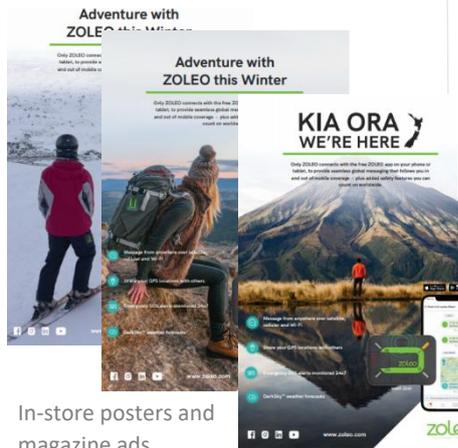


Beam Launches ZOLEO's Winter Campaign

Beam Communications is building on the recent strong sales momentum for ZOLEO by kicking off its winter advertising and marketing campaign earlier this month that will use both traditional and social media channels to reach new subscribers.

There's no better time than now to drive subscription growth and awareness for the world's first seamless global messaging solution as Australians embark on their winter adventure getaway during the school holidays.



In-store posters and magazine ads

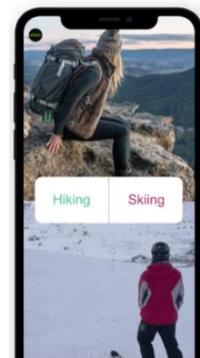
This season is shaping up to be a particularly busy period at holiday hotspots across our great country due to the closure of international borders and the desire to get away from city centres that have been subject to rolling lockdowns.

Most of our winter holiday activities will take many away from areas with decent mobile coverage, and this is where the affordable ZOLEO solution will prove itself to be invaluable for emergencies and keeping in touch with family and friends – no matter where your travels take you.

Beam's winter campaign also comes ahead of ZOLEO's New Zealand launch in July and the Company has printed posters that will be distributed and displayed across its dealer network.

Potential subscribers will also see a series of ads in selected magazines in Australia and across the Tasman. Some of these magazines include GO RV, Camper Australia, What's Up Down Under and Xtreme Adventure – just to name a few.

The ads will support Beam's online campaign that will utilise platforms like Instagram, Google and Facebook to reach skiers, caravanners, recreational fishermen and other thrill seekers.



ZOLEO's social media ads will appear on multiple platforms

"Our winter campaign will be Beam's biggest and most comprehensive one yet," said Beam's Marketing Communications Manager, Carmen Burnett.

"This campaign follows our successful social media only campaign in the March quarter that drove a more than doubling in ZOLEO website visits compared to the previous quarter."

One Secret to the Success of Iridium GO!

Demand for the Beam-designed and developed Iridium GO! device remains strong even after seven years. That's unheard of for an electronic product, which typically has a lifecycle of two or three years.

There are a few reasons why Iridium GO! remains such a popular choice for those wandering off the beaten track. One of the key drivers is how the unit integrates with some popular smartphone apps used by sailors, hikers and adventurers around the world.

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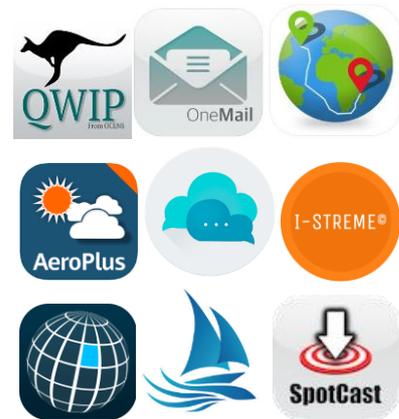


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There are currently more than 20 apps that have been specifically designed around Iridium GO! Some of these app developers will even bundle the device as part of their subscription service.

One popular app is PredictWind from New Zealand. It relies on Iridium GO! to provide sailors with accurate weather and wind forecasts from anywhere on earth. Beam designed the Iridium GO! to be tough enough to withstand rain, sand, dust and rough use.

Other notable apps that depend on Iridium GO! for data connectivity are developed by US-based OCENS. This includes Quick Web Information Pulls (QWIP), which is a cost-effective way of downloading news that's catered to your interest, and email apps.



Some of the many apps that uses the Beam-designed Iridium GO! device

“The partnerships Iridium has developed with app developers have proven to be a valuable strategy to significantly increase sales and support the longevity of the GO! device,” said Beam’s Managing Director, Michael Capocchi.

“This is why we are also looking to adopt a similar strategy for new products being developed, enabling dedicated apps to work anywhere on earth, where they are currently limited to only mobile phone coverage.”

You can see the range of apps that work with Iridium GO! [here](#).

Events Calendar

The next few months will be a busy period for Beam’s sales and marketing team as they will be participating in a series of exhibitions and conferences to promote the Company’s range of innovative products.

If you happen to be at any of the events, feel free to stop by to say hello to the team.

Event	Description	Location	Date
Wild Deer Hunting and Outdoors Expo https://www.deerexpo.com.au/	This is the only hunting expo to be held in Australia this year due to COVID-19.	Bendigo Showgrounds	31st July to 1st August
National 4x4 Outdoors Show https://4x4show.com.au/melbourne/	Thousands of products will be on show from the industry's leading outdoor lifestyle brands and retailers.	Melbourne Showgrounds	20th to 22nd August
Anaconda Conference – Trade Partner Event	Opportunity to educate and inform Anaconda’s sales teams on the unique selling points of ZOLEO.	Crown Exhibition Hall, Melbourne	10th to 11th August
The Great Outdoor and 4x4 Expo https://www.greatoutdoorexpos.com.au/	4WD Victoria invited a rep from SatPhone Shop to be in attendance at their stand for the duration of the event.	Mornington Racecourse	2nd to 5th September