

3 May 2022

The Manager  
Market Announcements Platform  
Australian Securities Exchange Limited

## ZOLEO OFFICIALLY LAUNCHES INTO UK AND EUROPE

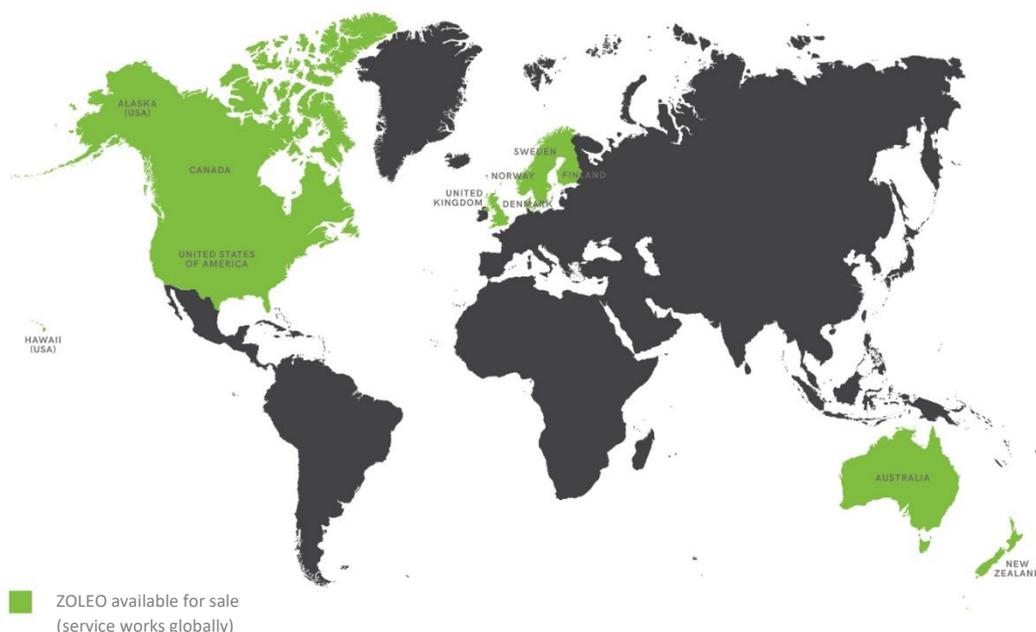
### Highlights:

- Significant expansion of ZOLEO's addressable market with the launch of the multi award-winning solution in the UK, Norway, Finland, Sweden and Denmark
- Total population of the five countries are more around four times that of Australia with around 80% engaging in outdoor activities<sup>1</sup> in the last 12-months
- Strategic distribution partner in place and actively developing channels to market
- Online sales through Amazon & ZOLEO website by ZOLEO directly
- Beam will share in 50% of profits from these new markets

**Beam Communications Holdings Ltd** (ASX: BCC, "Beam" or the "Company") is pleased to announce that its joint venture (JV) entity, ZOLEO Inc., has commenced the expansion into Europe and that ZOLEO is now available in the United Kingdom, Norway, Finland, Sweden and Denmark.

The launch into these countries marks a significant expansion of the addressable market size for ZOLEO given that the combined population of the five countries exceeds 94 million people, or around four times that of Australia.

### Expanding Global Reach: Countries where ZOLEO is sold



A survey of 9,500 people in August and September 2021 from 19 European countries, including the five listed above, found that 81% of respondents engage in outdoor activities in the last 12 months and that nearly 60% of them enjoy such activities alone<sup>1</sup>.

Beam will receive 50% of the profits from subscribers in Europe and ZOLEO products will be sold directly via the ZOLEO website and Amazon.co.uk. Distribution in the Nordic region will be managed by the Company's authorised distributor CIRDAN, an established outdoor accessories distributor with an extensive network of retailers and dealers.

The ZOLEO device is priced at €269 in Europe and £209 in the UK. Flexible monthly subscriptions are priced from €20 to €60 for a plan with unlimited usage in Europe, and £18 to £58 in the UK.

"We are pleased to partner with ZOLEO to bring its innovative global messaging solution to consumers in the Nordic region," said Arne Pedersen, Managing Director, CIRDAN AS.

"For smartphone users that venture beyond mobile coverage, ZOLEO is a game-changer. The small, durable ZOLEO device works with the free ZOLEO app on users' smartphones to provide global messaging, SOS alerting, check-in, location-sharing and on-demand weather forecasts at a very affordable price point."

Notable CIRDAN's retailers that will also be stocking the unique multi-award winning ZOLEO device include Fjellsport, Astro and Platousport.

"It is incredibly exciting news that consumers in Europe will now have access to the award-winning ZOLEO global satellite messaging solution for connectivity, safety and greater peace of mind wherever they go," says Davide Carpegna, General Manager, ZOLEO EMEA.

Yours faithfully,



Michael Capocchi  
Managing Director

For media and investor enquiries please contact:

Brendon Lau

e: [brendon.lau@beamcommunications.com](mailto:brendon.lau@beamcommunications.com)

m: 0409 341 613

---

<sup>1</sup> Results were included in "Outdoor Consumer Report 2021" by Deloitte & Outdoor by ISPO



**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

### **About Beam Communications Holdings 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. Beam has developed several world-first innovations and its products and services are adopted by some of the world's largest satellite and telecommunications companies, such as Iridium, Telstra, KDDI, Inmarsat and Thuraya. Beam also developed the multi-award winning ZOLEO device, which generates recurring subscription revenues for the Group. Beam Communications Holdings Limited owns 100% of Beam Communications Pty Ltd and SatPhone Shop Pty Ltd [www.satphoneshop.com](http://www.satphoneshop.com). For more information, visit [www.beamcommunications.com](http://www.beamcommunications.com).

### **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](http://www.zoleo.com).