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Market Announcements Platform
Australian Securities Exchange Limited

BEAM'S ZOLEO TO BE SOLD THROUGH MYER FLAGSHIP STORES & AMAZON

Highlights:

- **Beam signs deal to retail ZOLEO through LiTMUS LAB at Myer's flagship stores and on Myer.com.au**
- **LiTMUS LAB, located in Myer Chadstone and Myer Sydney, has an audience of over two million shoppers a month**
- **Consumers can now experience ZOLEO's world class technology in store**
- **ZOLEO expected to be available on Amazon.com and eBay in 4QFY20**
- **Beam signs separate deal with Australia's leading regional retail networks, Leading Edge Group, to carry Beam's 4G IoT routers**

Beam Communications Holdings Ltd (ASX: BCC) is pleased to announce that it has signed an agreement to sell ZOLEO through the LiTMUS LAB in Myer's flagship Sydney store from 1 March 2020.

LiTMUS LAB is a shop-in-shop concept store showcasing the best consumer technology products. ZOLEO will first be available at Myer's Sydney CBD store followed by Myer Chadstone in Melbourne over the next few weeks, and Myer Brisbane by 1 May 2020.

LiTMUS LAB showcases the best in innovation from around the world, allowing customers to discover, experience, and test the ZOLEO device before making a purchase.

Further, ZOLEO will be available on the Myer website, which is visited by a million consumers a month.

"We are always on the lookout for the latest and greatest technology trends and we believe that ZOLEO will resonate with consumers who value being in constant contact with friends and family, no matter where they are in Australia or the world," said LiTMUS LAB CEO, Ashley Heath.

"ZOLEO is the only satellite product we have seen that we believe has mainstream appeal, and we are excited to have the opportunity to showcase this portable messaging device at our stores."

Amazon, eBay and Leading Edge

Beam is also working on an agreement to sell ZOLEO through Amazon.com and eBay. The device should be available on these online shopping sites before the end of next quarter.

Beam is also pleased to announce that it has signed a separate agreement with Leading Edge, which has over 950 independent retailers across Australia in its network, to sell Beam's Telstra-approved 4G IoT routers.

Most of Leading Edge's retail partners are located in regional Australia and Beam is in discussion with the group on retailing ZOLEO. Regional consumers are a key market for the ubiquitous satellite messaging solution.

Beam's Chief Executive Officer Michael Capocchi said:

"It is pleasing to see that our new products, ZOLEO and our 4G routers, are gaining traction in the market place. While online is a key channel for our products, consumers often want to be able to touch, feel and interact with a new product before making a purchasing decision.

"Having retail partners with significant physical presence provides an invaluable opportunity to accelerate the adoption of our latest satellite, 4G and dual-band devices. Beam is in the process of signing on other retail partners in Australia and in other overseas markets."

Yours faithfully,



Dennis Payne
Chief Financial Officer & Company Secretary

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About Beam Communications

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.