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The Manager  
Market Announcements Platform  
Australian Securities Exchange Limited

## **AUSTRALIA'S LARGEST ADVENTURE SUPERSTORE ANACONDA TO START SELLING ZOLEO FIRST PURCHASE ORDER RECEIVED**

### **Highlights:**

- **Australia's largest outdoor adventure and sports superstore, Anaconda, to start selling ZOLEO in-store this week, ready for the Christmas shopping season**
- **Beam has received its first purchase orders from Anaconda for ZOLEO devices and accessories**
- **Every one of Anaconda's 68 stores across Australia will carry the ZOLEO product**
- **Anaconda joins the world's largest outdoor equipment retailer Bass Pro/Cabela's which are already selling ZOLEO in North America**
- **This is the third leading Australian retailer that has signed up to sell ZOLEO in the past month following Beam's partnership with Kogan.com Ltd and Catch.com.au**

**Beam Communications Holdings Ltd** (ASX: BCC, "Beam" or the "Company") is pleased to announce that it has signed a retail partnership agreement with **Anaconda Group Pty Ltd** (Anaconda) and received an initial purchase order for ZOLEO devices and accessories.

The deliveries commencing this week will ensure ZOLEO is in stores ahead of the Christmas shopping season.

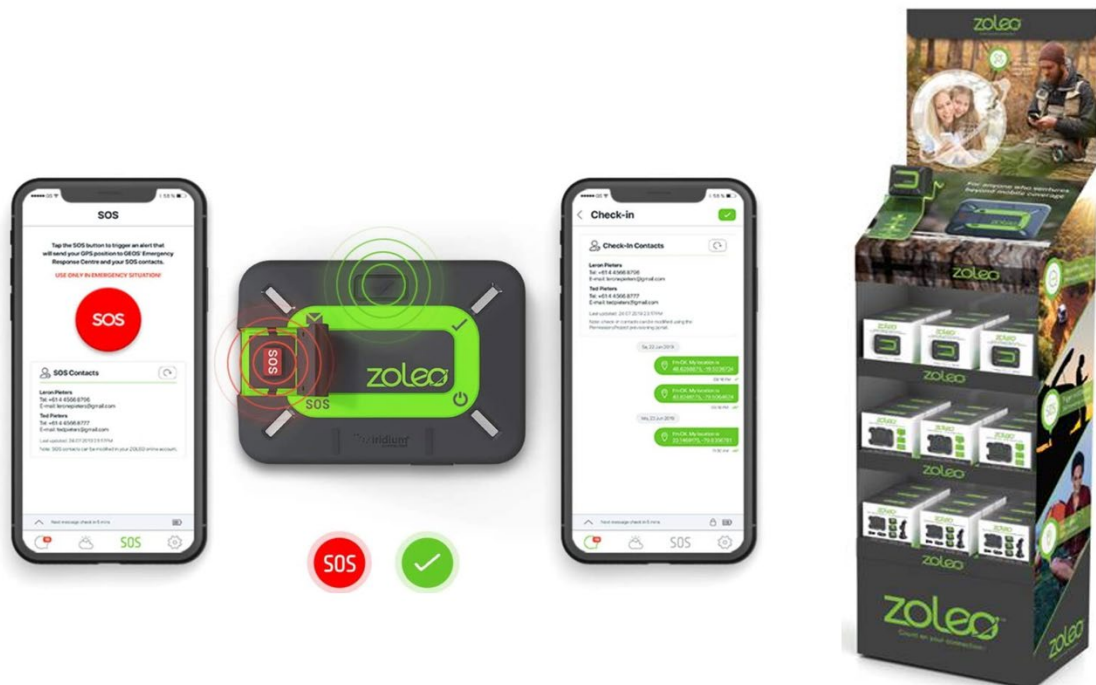
Anaconda is Australia's largest outdoor adventure superstore with 68 outlets across the country. The retailer, which carries the widest range of outdoor gear and is part of the Spotlight Retail Group, will stock ZOLEO and its accessories at every Anaconda store.

"We are delighted to be working with Beam to offer a unique Australian innovation like ZOLEO to our customers before the holiday season," said Anaconda's Business Manager Camp & Hike, Damian Kennedy.

"We have seen strong demand for outdoor equipment, increasing with the relaxation of many COVID-related restrictions on movement. ZOLEO fits perfectly with the range of products we offer to millions of adventurous, knowledgeable shoppers who appreciate value and quality products to suit their lifestyle.

"More than ever, we'll see record numbers of Australians heading to the great outdoors and ZOLEO will allow them to stay in touch with their loved ones and remain safe on land or water."

The agreement with Anaconda is the third such agreement this month following Beam's retail partnerships with Kogan.com Ltd (ASX: KGN) and Wesfarmers Ltd's (ASX: WES) Catch Group.



ZOLEO is also sold through the world’s largest outdoor equipment retailer, BPS Direct, LLC, which owns around 180 Bass Pro Shops and Cabela’s stores in the US and Canada; and leading Canadian retail chain, London Drugs.

“Interest in ZOLEO is accelerating and the recent traction we’ve gained with our retail partners bodes well for sales of our innovative pocket-sized global messaging solution in 2021,” said Beam’s managing director and chief executive officer, Michael Capocchi.

“Securing the deal with Anaconda means that ZOLEO is now offered in-stores at leading outdoor and camping retailers in North America and Australia.”

Yours faithfully,

Dennis Payne  
Chief Financial Officer & Company Secretary

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#### **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](http://www.satphoneshop.com). For more information, visit [www.beamcommunications.com](http://www.beamcommunications.com).

#### **About Anaconda Group Pty Ltd**

Anaconda was founded in November 2004 by an Australian retailing family. Anaconda's founders were concerned that Australia's outdoor and adventure culture was in decline, with many people seeking their leisure and entertainment indoors. This family, who love the outdoors themselves, realised that Australia really didn't have a one-stop-shop for outdoor and adventure equipment. This is how the vision of Anaconda - Australia's largest camping and adventure superstore – was born.