

10 August 2021

BEAM APPOINTS VP OF SALES FOR ZOLEO ASIA PACIFIC TO DRIVE GROWTH IN B2B AND GOVERNMENT SECTORS

Beam Communications Holdings Ltd (ASX: BCC) is pleased to announce that Peter Papas will join the Company as Vice-President of Sales for ZOLEO Asia Pacific, effective 16 August 2021, to spearhead growth of the global seamless messaging solution in enterprise and government markets.

Mr Papas is well suited for the role as he spent over 20 years specialising in telecommunications, Internet-of-Things (IoT), channels, and supply chain management, particularly in a business-to-business (B2B) environment.

His most recent role was with Telstra Corporation where he was the IoT National Lead (Manager) and contributed significantly to the IoT group achieving over \$210 million in annual sales. Over the seven years he has been with Telstra, he won and closed a number of opportunities with iconic Australian businesses like Linfox, Toll, Cleanaway, Australia Post and BHP Group.

Prior to Telstra, Mr Papas was the Country Manager with ASX-listed Eroad Ltd, which provides fleet management solutions, and was the Sales and Marketing Director of CTrack – a vehicle, asset and telematics solution provider.

Enterprise and government customers have long been identified as key growth areas for ZOLEO. These markets are quite different to the more established consumer segment as they tend to have longer lead-times, but have the potential to order multiple units at a time, thereby generating significant subscription revenue.

“Peter joins us at a pivotal time when several enterprise and government-related entities are undertaking or commencing trials of the multi-award winning ZOLEO solution,” said Michael Capocchi, the Managing Director of Beam.

“Investors expect us to continue investing in ZOLEO to drive growth following our recent capital raising. Peter’s appointment is one way we are achieving this goal, and his long and successful track record in converting prospects and managing client relationships in the B2B space will be a big asset in ensuring that ZOLEO can maximise these opportunities.”

Yours faithfully,



Dennis Payne
Chief Financial Officer & Company Secretary



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About Beam Communications Holdings

Limited Beam Communications Holdings Limited (formerly World Reach Limited) is an Australian publicly-listed company 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.

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.