

## The latest significant growth opportunity for ZOLEO

Even as sales of ZOLEO are ramping up in North America and Australia, **Beam Communications** is starting to look at opportunities in the enterprise and government markets for the multi-award-winning global messaging solution.

These markets are another significant growth avenue for the group and represents the third lever to drive sales of ZOLEO. The other two levers being ongoing efforts to increase the subscriber base exponentially in North America and Australia, and expanding into new countries by FY2022.

The strong traction ZOLEO is gaining among consumers, thanks in part to the number of international and local awards it's received (the latest being the ["2021 Fish Alaska Editors' Choice Award"](#) from last month), is being noticed by businesses and government agencies in Australia.

Beam has started to field enquiries from organisations that recognise the role that ZOLEO could play in ensuring the health and well-being of staff who travel in and out of

mobile coverage. Beam is looking to hire an experienced business development manager to spearhead its push into these new markets.

Companies who are involved in construction and

maintenance work in rural and regional areas currently issue satellite phones to keep employees connected, and would be keen to see if the lower-cost, pocked-sized ZOLEO would be a better substitute.

Meanwhile, organisations that provide healthcare, social and emergency services in remote

areas would also benefit from having an "always connected" messaging, location transmitting and SOS device.

There's also the opportunity for companies to partner with Beam whereby the ZOLEO core technology can be integrated into enterprise and government systems.



## Strong growth momentum at SatPhone Shop

The recovery from COVID-19 that Beam Communications has highlighted in recent announcements is evidenced by the latest sales increases at its wholly-owned subsidiary, SatPhone Shop (SPS).

While the March quarter hasn't ended, sales at SPS are already 12% above the 2020 December quarter and it's demand from certain key sectors that have been driving the increase.

One notable driver is a jump in orders from state and federal government agencies and local councils, which are long-standing customers of SPS.



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“The surge in domestic travellers due to the closure of international borders is prompting government organisations to extend and expand services, such as emergency services, to regional areas,” said Beam’s marketing manager Frances Santiago.

“This in turn is driving demand for satellite communications equipment, airtime and other safety products.”

SPS is also seeing a marked increase in orders from mining companies. The growth coincides with a period of high commodity prices that are prompting many miners to step-up exploration activity and greenfield/brownfield developments. Some of Australia’s largest miners are repeat customers of SPS.

All signs indicate that the sales momentum experienced in the past few months will carry through FY2021, if not beyond.

SPS is Telstra’s largest satellite dealer and carries more than 200 remote communication and safety products.

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## How ZOLEO saved the day for this popular TV show

Talk about reality TV with a twist! The television crew of the Offroad Adventure Show encountered a real-life emergency when they were out filming an upcoming episode near Milparinka in outback New South Wales.



Their 4X4 broke its “diff” (automotive differential) in a remote location with no mobile coverage. Milparinka is a small settlement in north-west New South Wales and is about 250km from Broken Hill. Being disconnected is not an uncommon situation when traveling around Australia as mobile reception is non-existent for around 80% of the landmass.



*If only all disasters ended like this! Presenter Alicia Blythe and the crew relaxing as they wait for the new diff to be delivered.*

As luck would have it, they had a ZOLEO device on them as they were featuring the seamless global messaging solution for that episode.

“ZOLEO literally saved us and our shooting schedule,” said Producer David Luke.

“We contacted our office in Sydney and basically organised the diff to be built and delivered to our location via the ZOLEO



*You don’t have to travel far before you are out of mobile coverage.*

device, which was very easy to use.

“What happened to us underscores why we highly recommend having an emergency comms device when you are going off the beaten track.”

***You can catch this episode of the Offroad Adventure Show on Channel 10 this Sunday (21 March) at 1pm. Check your local TV guide for details.***