



NEWS RELEASE

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Sure appoints Alistair Beak as Acting Group CEO

Sure has appointed Alistair Beak as Acting Group Chief Executive Officer (CEO) from 31 March 2021, replacing Ian Kelly who is leaving Sure and returning home to Australia after four years in the role.

Alistair joined Sure in 2017 as Chief Marketing Officer and became Chief Business Officer and CEO of the Group's South Atlantic and Diego Garcia operations in 2020. As Acting Group CEO he will oversee Sure's business across seven jurisdictions and will be based in its Guernsey headquarters.

Before joining Sure Alistair was Regional CEO for Digicel and he has 20 years' experience in the telecoms and media sectors.

Alistair replaces Ian, who oversaw significant changes in the operations and structure of the Sure Group and led the business through the COVID-19 pandemic.

Alistair paid tribute to Ian's impact: "Ian's leadership over the past four years has been incredible. He leaves Sure with the best wishes of the entire team, whose respect he earned through his hard work and personable approach – which was especially in evidence over the past year during the COVID-19 pandemic."

On being appointed Acting Group CEO, Alistair said: "I am really proud to have been named as Acting Group CEO and am looking forward to serving the communities that we operate in around the world. I will be listening to our customers and our committed and passionate team. Telecoms has always had a vital role in connecting people and, now more than ever, powering those human connections is what drives Sure and has embedded us in the islands we operate in.

"Sure has strong foundations and we are going to build on those with investment in fibre networks across the Group and growing the products and services offering for our business customers. I'm excited to get started."

ENDS

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Notes to editors:

About Sure

www.sure.com

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Sure is a member of the Batelco Group, a leading telecommunications provider to 13 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.