

# BAI Communications appoints chief strategy officer to develop its long-term strategy and growth plans

11 June 2020 [Sydney]: BAI Communications today announced Justin Berger as its new Chief Strategy Officer (CSO).

As CSO, Justin Berger will join the global executive team, reporting to Group CEO Igor Leprince, with accountability for developing the BAI 2025 strategy to deliver on the company's shareholder and customer commitments.

Justin Berger will be responsible for developing the global business case to meet growth projections and assessing future opportunities to realise business growth for the company. Importantly, he will oversee progress against the Group's global strategy.

"It is a privilege to be BAI Communications' CSO at a time when we are gearing up to become a globally renowned provider of neutral host solutions. We have recently defined the company's 5G neutral host infrastructure offering to mobile network operators (MNOs) as a priority growth area, setting out a new vision for the global company for the next five years.

"Overall, we have ambitious plans for growing the business and our global footprint by magnifying our strengths in transit, expanding our outdoor neutral host solutions and bolstering our strength in broadcasting where we are already a leading provider of broadcasting services in Australia," said Justin.

Justin joined BAI Communications as strategy manager in 2016 before being promoted to Head of Group Strategy in March 2018. During this time, he has led many strategically significant and commercially sensitive projects. Before joining BAI Communications, he spent a decade in strategy and management consulting working on projects across Europe.

Group CEO Igor Leprince commented on the appointment, saying: "I have had the pleasure to work intensively with Justin over the past few months to develop our new BAI 2025 strategy and I have been impressed by his knowledge and drive. I am delighted to have Justin in this role at a crucial time for BAI to drive our new strategy and its anticipated growth, particularly in the area of 5G, which represents a huge leap in terms of mobile connectivity, with the potential to unlock the economy in ways we have not yet seen."

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## About BAI Communications

BAI Communications designs, builds and operates communications infrastructure – cellular, Wi-Fi, broadcast, radio and IP networks – connecting communities around the world. With a heritage of more than 90 years, BAI creates networks that unlock new services and revenue streams for our customers, enabling them to deliver better connected and enhanced experiences for people, communities and economies, every day. With operations in Australia, Canada, United Kingdom, Hong Kong and the USA, BAI also has a majority stake in Transit Wireless (New York).

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