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MEDIA RELEASE

Bluesky launches as mobile service operator in New Zealand

Bluesky today launched as Spark's second prepay Mobile Virtual Network Operator (MVNO) in New Zealand, with competitive prepay mobile cellular plans to serve the Samoan community in New Zealand.

Bluesky is a leading Pacific regional telecommunications operator providing mobile, broadband, TV and landline services in American Samoa, Samoa and the Cook Islands.

"This is an exciting time for Bluesky and it's about connecting our Pacific people. We are a growing Pacific operator, and we want to be the preferred network for Pacific people globally" says Bluesky Pacific Group CEO and President, Aoe'e Adolfo Montenegro.

Bluesky has been looking for some time at how to best service the communication needs of Samoans in New Zealand. Following on from extensive research with the New Zealand Samoan community, Bluesky has developed a range of plans tailored specifically for them that include competitive rates within NZ and to Samoa. All plans are prepay, rather than contract, with customers having the option of Topping-Up online on the Bluesky website for New Zealand (www.blueskynz.co.nz) and at convenience stores.

In line with Bluesky's deep commitment to serving local communities, it is also partnering with Samoan Churches to support their fundraising initiatives.

Tolefoa Tiafaou Douglas Creevey, Director and New Zealand Country Manager for Bluesky, commented that market research confirmed the majority of New Zealand-based Samoans already recognise and



relate to the Bluesky brand. And with most Samoans calling their friends and family back home at least once a month, they want a service that allows them to do this in a more affordable and convenient way.

As a Spark prepaid MVNO, Bluesky customers will enjoy the reliability and coverage of Spark's nationwide network. Bluesky will have coverage in over 97% of places where Kiwis live and work and have access to Spark's Super fast 4G network.

Lindsay Cowley, Spark GM Product Wholesale and International has welcomed the partnership, saying it highlights Spark New Zealand's commitment to the Pacific. "Spark New Zealand's size and scale, our industry knowledge and our deep-rooted connections to the Pacific put us in the perfect place to help propel innovative new services like Bluesky forward. We have a tried and true prepaid MVNO platform and they have a unique new approach to service the needs of a market segment – it's a great combination."

To join Bluesky in New Zealand, customers' will need a Bluesky SIM card. They will have the option of a new '0204' Bluesky number or transferring over their existing local New Zealand number. Bluesky will also offer a range of affordable device options, however customers can use any unlocked mobile phone compatible with Spark's network.

ABOUT BLUESKY

Bluesky Group is a leading regional telecommunications operator providing various combinations of mobile, broadband, TV and landline services in American Samoa, Samoa, Cook Islands, and New Zealand.

Bluesky Communications was launched in American Samoa on July 10, 1999. As a mobile phone company, Bluesky subsequently grew to encompass ISP and cable TV operations. Since 2009, Bluesky Pacific Group has operated the only submarine fibre cable into American Samoa and Samoa from Hawaii.



Expanding into Samoa in March 2011, Bluesky Group purchased 75% of SamoaTel. Bluesky subsequently expanded into the Cook Islands in February 2015 through purchasing 60% of Telecom Cook Islands from Spark NZ. Bluesky Holdings NZ Limited is now part of the Bluesky Pacific Group of companies.

Since its inception, Bluesky has accomplished a number of technical achievements through a determination to enable Pacific people and businesses to access new technologies, reduce costs, empower employees and thrive as a business.

Bluesky is an active contributor to its communities in all the countries it operates in and is a major supporter of rugby throughout the region. Recent activities include being the jersey sponsor for Rugby 7s in Samoa and American Samoa as well as the exclusive Telecommunications Sponsor and Associate Sponsor for the historic Manu Samoa vs All Blacks game hosted in Apia on July 8th, 2015.

Bluesky believes in local ownership being critical to the success of its operations. 46% of Bluesky Samoa is owned by Samoan investors with profits being returned to Samoans. A similar ownership structure is in place in its Cook Islands operation with shares reserved allowing local staff and Cook Islands investors to participate in the ownership of Bluesky in the Cook Islands.

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