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BATM Advanced Communications Limited
("BATM", the "Group" or the "Company")

BATM Unveils New Brand Identity to Reflect Strategic Vision and Core Strengths

BATM (LSE: BVC; TASE: BVC), a global provider of advanced network infrastructure, cybersecurity and diagnostic technologies, today announces the launch of its new brand identity, including unveiling a new Company logo.

The rebranding marks a significant milestone in BATM's journey, as it aligns more closely with its strategic vision to focus on its core strengths in networks, cybersecurity and diagnostics while divesting of non-core assets. BATM is bringing its key businesses under a unified brand identity, with its operations now structured under the three divisions of BATM Networks, BATM Cyber and BATM Diagnostics.

The new brand identity is founded on the commonality between BATM's three divisions of building resilient solutions that connect and protect the world. With decades of experience of delivering highly innovative, secure solutions, the new branding signifies BATM's forward-looking approach, grounded in a commitment to excellence, reliability and adaptability to future challenges.

In addition to new branding, logo and strapline, the Group has redeveloped its purpose, mission and vision:

- Purpose: Accelerating technology to connect and protect the world
- Mission: To build frontier technologies that solve real-world challenges
- Vision: A future where technology is used to connect, protect and advance our world

Moti Nagar, CEO of BATM, said: "I am excited to unveil our new brand identity, which is centred around the common thread underpinning each of our divisions of connection and protection and which captures the dynamic, forward-thinking enterprise that BATM has become. This evolution celebrates our journey - appreciating the lessons of the past while embracing change to support our future. The launch of our new brand marks a pivotal chapter, reflecting the tremendous progress we have made in executing our strategy to focus on our core strengths in network infrastructure, cybersecurity and diagnostics. However, this rebrand extends far beyond a new logo or visual design. It represents a redefined purpose that unites our people and reinforces our mission to solve real-world challenges through cutting-edge technology. I am confident that these efforts, alongside our broader strategic initiatives, will position us to achieve our goals."

Enquiries

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Forward-looking statements

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