TAL GETS DOWN TO EARTH WITH LATEST ACQUISITION

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Telecom Acquisitions Ltd (TAL) has acquired the 4000 customer base and brand of Earth Broadband, one of the UK's leading eco-friendly broadband providers.

TAL, which has over 70,000 currently billing customers, claims it will be able to absorb the Earth customer base without additional costs and will manage the estate under the Home Telecom brand.

"Over the last few years, we have successfully acquired 13 company bases, onboarding and supporting them in a matter of weeks, which is a record we are proud of," commented TAL CEO Nigel Barnett.

"As an ecologically conscious business, Earth has planted circa 100,000 trees across the world. Its philosophy excites us and we will continue with the good work they have established by giving something back to the planet.

"Earth is a dynamic group of bright young people who will blend seamlessly with our team at Home Telecom under the stewardship of my daughter, Sasha. Earth has built its reputation and customer outreach based on intelligent technology, enabling staff to manage its estate with very little overhead. This minimises manual intervention and is something we could all learn from.

"All current customers terms, conditions and pricing will remain the same or will be enhanced," he added.

Earth Broadband was setup three years ago by 23-year-old Luke Chapman, to maximise on the FTTP revolution, whilst establishing committed green credentials. It currently has circa 4,000 customers.

"One of the reasons I started Earth Broadband was to make a difference. Not only do our customers plant trees every month by having their broadband with us, but they're also creating jobs, protecting ecosystems and being a massive part of mitigating climate change. I'm confident we will continue with this positive work under Home Telecom's wing."

Barnett says Earth's customers are mainly connected to the PXC (formerly TalkTalk) network that will simply have an account notation within the group, allowing for no service disruption.

"Recently, we have been quieter on the acquisition front as we have been very fortunate to be growing organically through our traditional marketing model, which produced 31,000 opportunities for us in July alone.

"We do feel the marketplace is getting more competitive and putting a strain on margins. Therefore, the smaller bases under 20,000 connections find it difficult to generate cash for customer acquisitions. That's why we're back on the hunt for new broadband estates, hence the acquisitions of Earth with its sizeable base," concluded Barnett

ENDS

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