TELECOM ACQUISITIONS LTD APPOINTS SASHA BARNETT TO THE BOARD FOLLOWING TALKTALK STAKE BUYBACK

Thursday 5 November, 2026

Horsham, 4 November 2026 – Telecom Acquisitions Ltd (TAL) has appointed Chief Sales Officer Sasha Barnett to its board as it enters a new phase of growth. The move follows TAL's buyback of the 51% stake previously held by TalkTalk.

The Horsham-based group is behind broadband and utilities brands including Home Telecom, Fleur Telecom, Eclipse Broadband, Earth Broadband, EzeTalk Residential, Gigabit Networks and Open Fibre.

Barnett takes responsibility for driving revenue growth, strategic partnerships and market expansion, as well as marketing, promotions, customer loyalty and retention across the business.

"I'm proud to be joining the board at such an exciting time for TAL," said Barnett. "Buying back the 51% stake from TalkTalk puts the business firmly back in our hands, and with that comes the freedom to set our own direction and move at pace. We have ambitious plans for the year ahead, and several new partnerships in development that will open up fresh opportunities for our brands and our customers."

"My focus is on bringing new products to market, building partnerships that create real value, and making sure every customer feels supported at every step of their journey. I work with brilliant teams who are passionate about helping our customers, and I'm really looking forward to helping shape the next chapter of TAL."

Barnett was one of the first employees at Home Telecom. She started out calling leads from an Excel spreadsheet to help customers get broadband set up in their new homes, before the company expanded into energy, entertainment and other utilities. She has since worked across every department of the business and still takes a hands-on approach.

"I spent over two years on the phones before moving through every department, learning how each one worked from the ground up," she said. "Recently I jumped back on the phones myself, and within a handful of calls I'd picked up fresh insights into how we can make things even better for our customers. Understanding the detail first-hand makes for better decisions at board level."

Commercially driven, Barnett has played a key role in shaping new products and services, opening new partner channels and strengthening relationships with TAL's partners.

"We support over 30,000 home movers every month," she said. "I'm passionate about creating partnerships that bring our customers services to make moving simpler and finding fresh ways to grow our business."

"Creating a great customer experience is a real passion of mine," she said.

"I've focused on building a seamless journey from first contact through to onboarding and beyond, for both our existing customers and those who join us when we acquire residential broadband customer bases."

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ABOUT TAL

TAL offers services from all the traditional network suppliers alongside Layer 2 and Layer 3 connections with the majority of UK altnets. The group has now grown to more than 80,000 customers, with projected turnover of around £36 million in 2027. The company plans to continue this growth through organic expansion and further acquisitions as opportunities arise.

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