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Pinnacle Technology Group plc

("Pinnacle" or the "Company")

### **New sales team to create centre of excellence to drive O2 for business**

Pinnacle Technology Group plc, the AIM listed provider of converged technology solutions, has developed a new sales team with the aim of creating a centre of O2 sales excellence and further strengthening its mobile and digital communications offering.

Pinnacle announced its exclusive digital partnership with leading mobile provider O2 earlier this year to provide tailored business to business mobile and security solutions and assist O2 in enlarging its digital capability.

Pinnacle has now developed its sales operations through the recruitment of an experienced and fully accredited O2 team to take the new products to market and it is expected that this will further enhance its position as a front runner in digital strategy.

The five-strong team, all based in Pinnacle's Glasgow office, will drive the delivery of innovative and efficient mobile solutions for business, from SIM-only to full mobility offerings, including tailored tariffs and contracts.

It will also be highlighting the wide benefits of its in-depth business apps offering, helping organisations to work smarter, faster, and more efficiently - including collaborative working tool Box, Windows Intune for the easy enablement of BYOD with mobile device management, and Just Call Me for cost-effective conference calling anytime, anywhere.

In servicing Pinnacle's client base, the team is able to draw on 35 years of combined experience, opening up exciting new opportunities to the business.

While the focus is on O2, the team is also accredited in the likes of McAfee internet security and Office 365 online business software, ensuring fully integrated solutions.

Through its O2 partnership, Pinnacle is able to further provide wide digital benefits for business, enhancing smart working, promoting business growth, and increasing the customer experience.

Pinnacle Technology Group CEO Nicholas Scallan, said: "With technology helping us to achieve more on the move and the concept of 'the office' being an increasingly fluid one, work is no longer somewhere we go; it's something we do.

"Effective mobile communications across a variety of devices is key to smart working, and what we have created as part of our partnership with O2 will enable us to deliver the best, most effective solutions for each business, ensuring higher productivity, enhancing the customer experience, and realising a significant competitive advantage.

“It’s also an exciting step forward for Pinnacle as we continue to make progress towards selectively enlarging our integrated offering and, in turn, meaningfully developing the business. This investment further underlines our commitment to focussing firmly on our value-adding growth strategy, and being disciplined about how we take new products to market.”

## Ends

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## Notes to editors

Pinnacle Technology Group focuses on the business market for IT and communications services across the UK. Having grown since inception both organically and through a series of acquisitions, Pinnacle Technology offers a wide range of IT managed services and solutions including Managed Support Services; Unified Communications and Collaboration; IT Security; Voice, Broadband and Mobile Communications; Hosted Services and Infrastructure services. It operates as a value added reseller and integrator, and is focused on providing these services, both as an integrated offering to the SME market, and more broadly to the mid-market and public sector.

Pinnacle Technology offers a wide range of Managed IT Services, IT Security, Connectivity, Mobile, Telephony and Infrastructure services. It focuses on providing the latest cloud and on-premise technologies which are provided as an integrated offering to the SME market and more broadly to the mid-market and public sector.