



MEDIA RELEASE

8 August 2025

Sure Issues Notice to Cease Telecommunications Operations on Ascension Island in February 2026

Sure SA Ltd today announces that it will no longer provide telecommunications services on Ascension Island from the end of February 2026, unless a new, sustainable agreement can be reached with the Ascension Island Government (AIG).

For over a century Sure has proudly served the Ascension Island community with a comprehensive range of public communications services – including fixed line, mobile and broadband – that underpin essential everyday communications. These essential services enable local and international connectivity through voice, SMS and data, and are vital to the society and economy of a remote island.

This difficult decision is the result of ongoing economic challenges faced by Sure on Ascension Island, which have been significantly exacerbated by the introduction and licensing of a second public telecommunications provider by AIG. Sure has consistently expressed concerns that the island's small market cannot viably support multiple operators, and unfortunately these concerns have proven to be well founded. Despite government subsidies, the current commercial model is unsustainable.

Sure has therefore notified AIG that it will withdraw from its public telecommunications licence in February 2026.

Speaking on the announcement, Alistair Beak, Sure Group CEO, said:

“This is a deeply regrettable decision and marks the end of more than 100 years of Sure’s service to the Ascension Island community. I would like to thank our dedicated local team and all of our customers – past and present – for their trust and support. Our team has worked tirelessly to provide a reliable and essential telecommunications service in the island and I’m grateful to them for their hard work, expertise and commitment.

“We firmly believe that the community requires a resilient and high-quality public telecommunications service. Sure remains open to constructive dialogue with AIG to explore how to continue to provide these critical services in a sustainable manner. In the meantime, we are committed to supporting our customers and providing regular updates as we work through the transition period.”

ENDS

Notes to editors:

About Sure

www.sure.com

[LinkedIn](#)

We are a supplier of telecommunication and IT services in Guernsey, Jersey and the Isle of Man, and Diego Garcia, St Helena, Ascension Island and the Falkland Islands.

Our history in the islands dates back to 1896 and we've been proud to keep our island communities connected ever since then.

We recognise that our customers around the world are living increasingly digital lives and our mission is to keep them connected through innovative communications and technology solutions.

Whether it's fixed landline and broadband services, or state-of-the-art mobile networks, we provide the latest technology to power human connections.

Sure Business provides IT consultancy to match the ambitions of local, national and international businesses. Our resilient infrastructure supports everything from remote and flexible working to the latest cybersecurity and Cloud solutions.

The way we do things

We are proud to be a local company operating in small communities around the world, and recognise the value of forming deep customer relationships and playing our part in giving back.

The Sure Community Foundation is our way of contributing to charitable and not-for-profit causes and initiatives.

At Sure we operate as one team, with a passion for technology, our communities and sustainability. We strive to earn customer loyalty and aim above all to provide reliable solutions to connect our islands for a better future.

Our owners - Beyon

Sure is part of Beyon, a technology group born in Bahrain to reach out to the region and beyond. The group of companies brings technology closer to people and businesses with best-in-class connectivity and digital solutions.