

## MEDIA RELEASE

### SUBCO partners with Google to build critical landing infrastructure on Australia's east coast

**Brisbane, Australia – 26 November 2024** - [SUBCO](#) today announces its partnership with Google to develop new subsea cable landing infrastructure in Australia which will provide new secure and diverse cable landing infrastructure for upcoming subsea cables.

Together, SUBCO and Google will collaborate on building coordinated cable landing infrastructure in Maroubra, NSW, and Torquay, VIC as well as new infrastructure that connects these locations back to the respective parties' cable landing stations. This infrastructure will support SUBCO's transcontinental submarine cable system connecting Sydney, Melbourne, Adelaide and Perth (SMAP) and transpacific cable systems, [Tabua and Honomoana](#).

Belle Lajoie, Co-CEO of Soda Infrastructure/SUBCO, said, "We are excited to partner with Google on the expansion of subsea infrastructure in Australia. This collaboration allows both parties to harness shared infrastructure, enhancing resilience, speeding up project delivery, and minimising environmental and community impact. Together, we're delivering vital subsea connectivity to Australia's major cities and establishing new, robust subsea cable routes between Sydney, Melbourne, and beyond - strengthening connectivity across the region."

"We look forward to collaborating with SUBCO, a key partner for Australia Connect, to deliver new digital pathways for Australia and enhance the reliability and resilience of the internet within the country and throughout the Indo-Pacific region," said Brian Quigley, VP, Global Network Infrastructure, Google Cloud. This partnership is a demonstration of considerable investment in Australian digital infrastructure, while ensuring minimal visual or environmental impact on the local community.

#### About SUBCO

Founded by industry leader Bevan Slattery, SUBCO is a specialist consulting and investment company that has developed some of the world's most innovative submarine cable networks. SUBCO has a strong record of developing, owning and operating largescale submarine infrastructure in the Australasia region, which has provided critical digital gateways to Asia, North America and EMEA. Over the last five years, the company has amassed a formidable portfolio of submarine infrastructure and, with the recent SMAP cable project, will be approaching \$750m of investment. Importantly, SUBCO's OAC, Indigo and SMAP systems provide a critical bridge in the creation of the "Great Southern Route" that runs from West Coast USA to Asia and EMEA, avoiding the South China Sea, Malacca Strait and Andaman Sea – areas of geopolitical tension, congested waters and territorial disputes. SMAP also provides critical diversity to Australia's existing backhaul networks and interconnects the nation's east and west international systems, driving Australia's emergence as a connectivity hub within the Asia Pacific region.

#### Media Contacts

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