



# Presentation

# Digital Ship Athens

By

Ivar Nasset CEO

Esben Flo COO

Ship Equip International AS

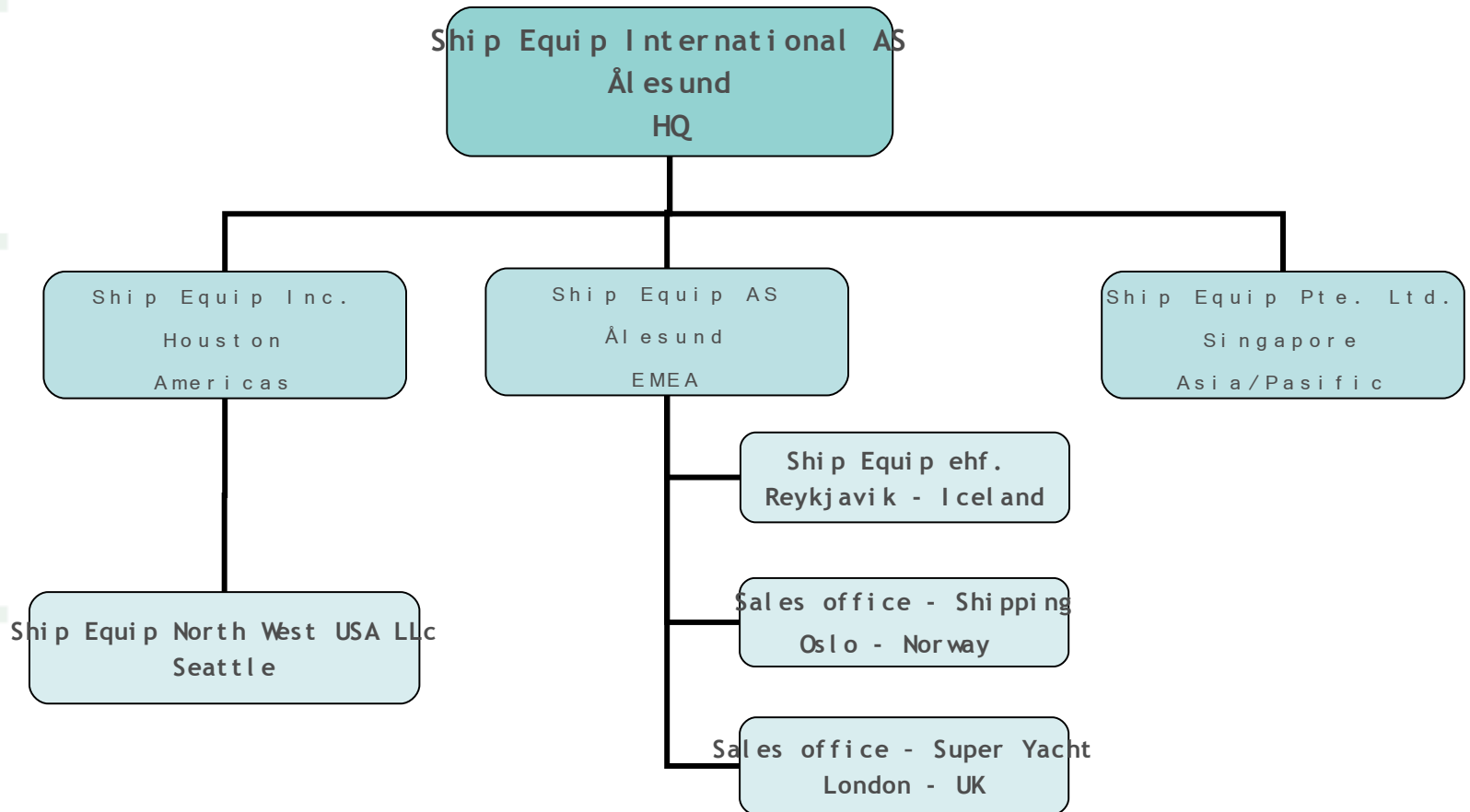
Ship Equip



# Ship Equip Group

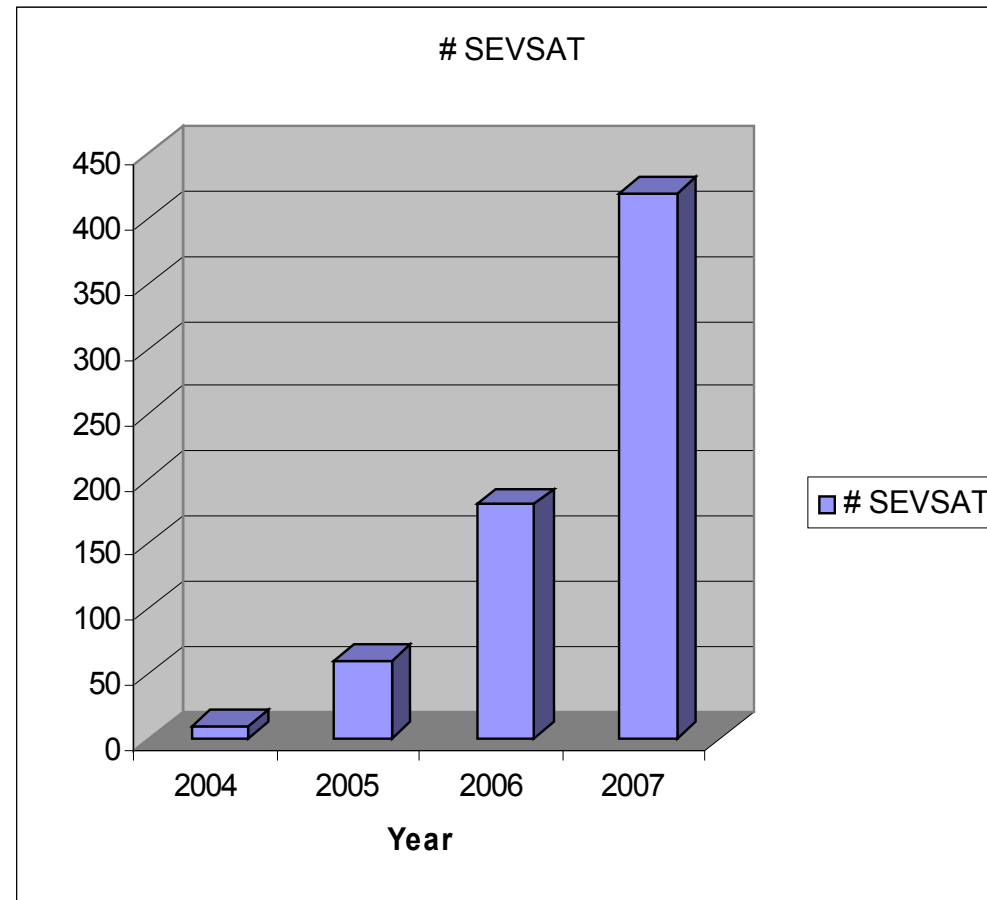
- Established 1992
- HQ in Aalesund, - Norway's strongest maritime cluster with 50+ shipowners controlling 1000+ ships, and 30+ shipyards, all within 2 hours travel.
- Owned by the top management, local investment partners and Ferd Venture.
- Initially delivered stabilized TV antennas for the maritime market - close to 1300 antennas at sea by end of 2007 - both SEVSAT and TVRO.
- Developed the maritime broadband solution - SEVSAT through the years from 2000 to 2004.

# Ship Equip Group



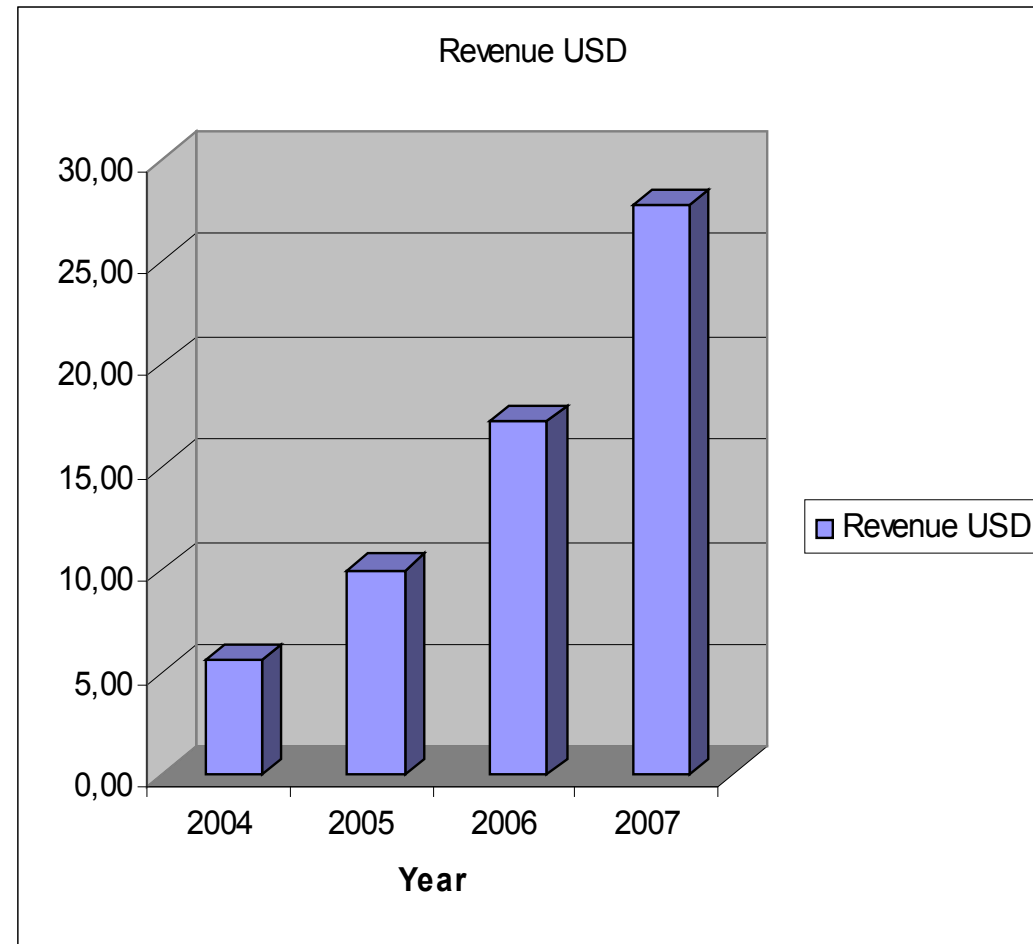
# Ship Equip Development 2004-2007

- The number of SEVSATs are growing substantially.
- New installations of SEVSAT at a rate of 20-25 per month
- The worlds fastest growing maritime broadband provider - by far.



# Ship Equip Development 2004-2007

- Strong growth in revenue due to a high market acceptance of our SEVSAT solution
- Similar growth rate in number of employees.
- From 14 employees in 2004 to more than 60 employees in 2007.



## Ship Equip's future

### Objectives for 2012:

- 3000 SEVSAT's in operation
- Market share of at least 20%
- Revenue of more than 250 MUS D
- Number of employees approx. 250

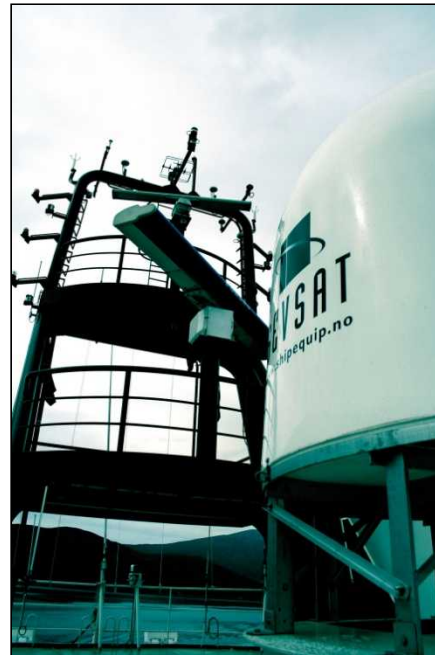
## Why should Ship Equip succeed?

**Holding pole position at the moment.**

- **Only one focus: Maritime Broadband.**
- **Global distribution and operation.**
- **Strong knowledgebase of stabilized antennas, IP network and satellite network operation.**
- **Close dialogue with customers and work hard to uncover future needs of the market.**
- **Growth not limited by existing**

# SEVSAT

broadband@sea



# What is SEVSAT ?

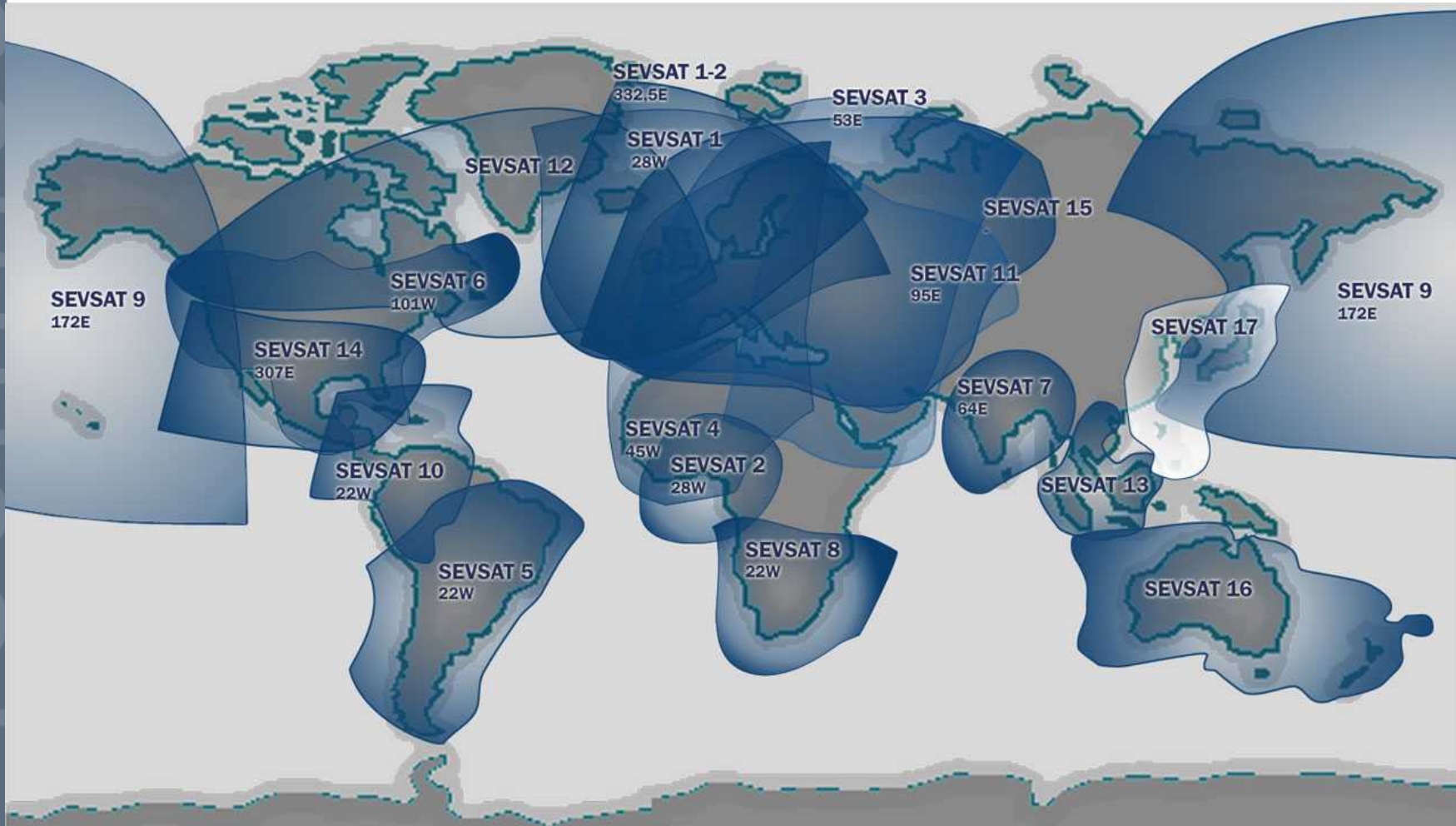


- ADSL-type VSAT solution from Ship Equip
- SEVSAT = modern way of communicating at sea
- Use of E- mail and Internet at a fixed cost pr. month
- High quality VOIP service - at a low cost tariff
- Free calls between vessels having Sevsat installed
- SEVSAT is a well proven technology with spot coverage on Ku and C-band band installed on more than 400 vessels world wide.

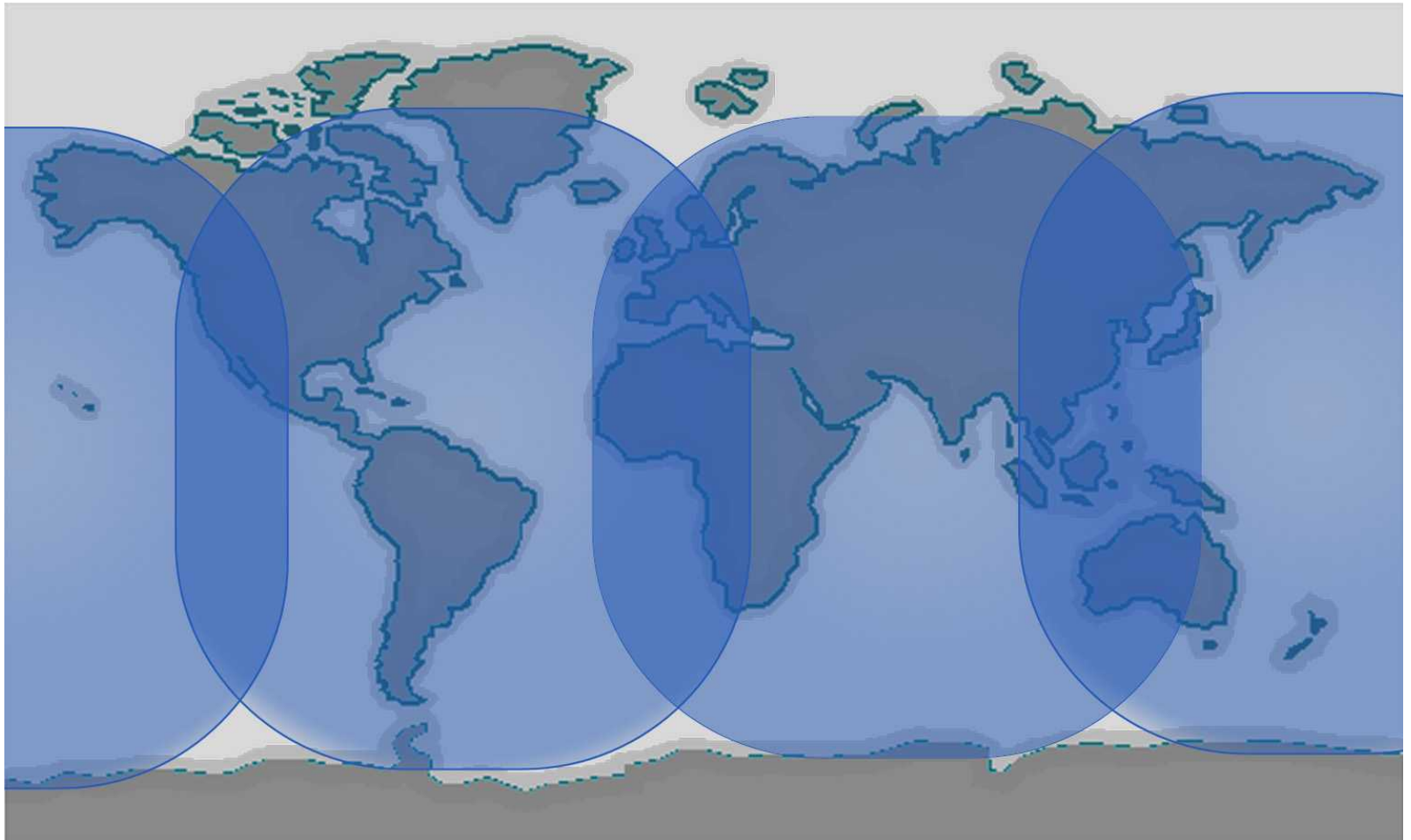
# Service network



# Coverage KU band



# Coverage C-band



## Who is investing in SEVSAT?

- Offshore/Oil vessels
- Fishing vessels
- Passenger vessels
- Yachts
- Merchant Shipping

## Why do they invest in SEVSAT?

- The next few years thousands of new vessel will be delivered.
- The equipment onboard is more and more IP based.
- The information flow is growing.
- Safety aspect onboard the vessels and towards the crew is increasing - bringing new demands.



## A well run business must have qualified personnel

- A boom in new vessels and other vertical markets causes a crew shortage
  - Result: skilled crew members have the possibility to choose.
- Younger crew members have new habits - they will bring their habits to sea.
- Want to use phone, pc, internet, e-mail and other network based tools without limitations.
- The companies that are able to deliver these services will win the battle of getting the best qualified crew.
- **THIS IS THE MAIN DRIVER FOR AN ALWAYS ONLINE SERVICE**

## Equipment on board is going IP

- Don't bring your tools - bring your PC.
- Communication between vendors and the vessel makes it possible to fix problems directly - sometimes without going to port.
- Log and monitor onboard equipment real time- fix the problem before it occurs.
- Replication of data bases onboard.
- Less chance for Off- Hire days.

## The information flow is growing

### On land:

- Most Western World biz. have used e-mail and internet since beg. 1990.
- Communication speeds on land have grown 1000 times since then.
- We don't think of the “size” of attachments and downloads from the internet.
- Our main focus have been “getting the personnel online” to be more efficient.

# The information flow is growing

## On ships :

- Started getting e-mail late 1990`s - most crew members still not allowed to surf the web in 2007.
- The ship is effectively an office with 10-150 employees
- Must be operative 24/7- year around, world wide
- Focus last 5 years has been how to make attachments as small as possible
  - This is fighting an impossible battle, because the size of attachments on land is just getting bigger.
- Result: - less efficient crew.
- Where do you make your money??

# Safety aspects

Safety first becomes realistically easy, and you can:

- Perform medical diagnosis and first aid with real time advice from shore based doctors.
- Access interactive medical assistance which could save lives.
- Update medical journals and have an accurate inventory of medical supplies on the vessel.
- Reduces chances of Off-Hire.

# Who needs SEVSAT?

- You probably need SEVSAT if:
  - Communicate extensively with vendors, customers or shipping agencies.
  - Vessels needs to be integrated with shipowner's network, and needs secure and controlled data flow.
  - Have hightech equipment or SW on board and want to monitor, configure or upgrade from land.
  - You want to keep qualified and efficient crew.
  - Always on at a fixed price, predictable and easy cost control.



Ship Equip

Thank you for your  
attention

Q&A