

NEWS RELEASE



ADDVALUE TECHNOLOGIES LTD

Company Registration Number: 199603037H

Addvalue reports uptick in sales momentum for its latest generation of maritime communications system, Wideye iFleetONE terminal

- Initial trial order of about US\$1.0 million clinched from various customers globally; in discussion with potential customers for additional order of about US\$3.5 million
- Customised for small and mid-sized vessels, with built-in Wi-Fi to empower users with connectivity at the ease of their mobile devices offshore
- Priming for growth in satellite communications and related solutions in small vessel market

Singapore, 7 May 2017 – Singapore Exchange Mainboard-listed Addvalue Technologies Ltd ("Addvalue", together with its subsidiaries, the "Group"), a leading player in the mobile satellite communications industry, today announced that it has clinched initial trial order of about US\$1.0 million for the supply of the Group's latest generation of maritime communications system, Wideye iFleetONE terminal from various customers globally.

In the pipeline under discussion are also orders for about US\$3.5 million from potential new customers, of which some are presently testing the product on their vessels. Pending success from the initial trial orders, the Group can expect repeated orders from the respective customers.



Figure 1: Wideye iFleetONE terminal

Boasting built-in Wi-Fi and a signature compact design that is ideal for small and mid-sized fishing and leisure vessels, the Wideye iFleetONE terminal is specifically developed under contract and in partnership with Inmarsat. Empowering users with connectivity while out in the open sea, it facilitates useful applications communication such as fish catch reporting or even weather chart updates. This can all be carried out at the ease and convenience of their mobile devices. The unique selling points of this product were put to a rigorous test during its launch when Addvalue sponsored a two-member crew team on their *Rowing From Home To Home Expedition* – an awe-inspiring, human-powered voyage from Singapore to New Zealand using a rowing boat as its primary mode of transport.

In relation to his firsthand experience with the product, Mr Grant 'Axe' Rawlinson, leader and founder of the Expedition, commented, *"Rowing 4,200km journey by boat from Singapore through the Indonesian Archipalego to Australia, it was crucial to have reliable and robust communications on-board to download weather information, upload social media content and communicate with our project manager and families. Using the iFleetONE communication system from Addvalue, it worked faultlessly under a very harsh environment throughout the 78 days out at sea. The voyage was too remote to fix any technical issues and demanded the system to be foolproof to live up to the challenges. I am looking forward to using the iFleetONE on the next stage of my journey, rowing 3,000km from Australia to New Zealand across the unpredictable Tasman Sea in late 2017."*



Regarding the new and potential orders, **Dr Colin Chan Kum Lok, Chairman and CEO of Addvalue** remarked, *“Specially designed to match the needs of our customers, we are encouraged by the uptick in demand for our proprietary products. The swift commercialisation phase is a testament to our positioning as a solution provider. By bundling our product with value-added features, such as Inmarsat’s Emergency calling service, automatic position reporting and fleet tracking capabilities, we are able to better serve the fast growing niche market and bolster the resilience of our revenue model. This will position us favourably for growth in satellite communications and related solutions in small vessel market. Underlining our transformation strategy with Commercial Refocusing, this will enable us to maintain our growth traction and deliver long-term, sustainable value to our shareholders.”*

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About Addvalue Technologies Ltd. (www.addvaluetech.com)

Addvalue Technologies Ltd (A31) a SGX Mainboard-listed company, is a leading one-stop digital, wireless and broadband communications technology products innovator, which provides state-of-the-art satellite-based communication terminals and solutions for a variety of voice and IP based data applications.

Addvalue is presently a leading global developer and supplier of mobile satellite terminals supporting coverage provided by premier mobile satellite communication system operators. These terminals are an ideal choice for communications in areas around the world where terrestrial networks are non-existent, or ineffective. This is particularly so for maritime communications, which rely almost entirely on satellite communications, where Addvalue’s marine communications terminals are well suited.

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