

NEWS RELEASE



ADDVALUE TECHNOLOGIES LTD

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Talk, text and email made easy out in the open sea with one's mobile devices following Addvalue's launch of the latest generation of maritime communications system – Wideye iFleetONE

Singapore, 15 December 2016 – Addvalue Innovation Pte Ltd (“Addvalue”), a wholly-owned subsidiary of Singapore’s Mainboard-listed company, Addvalue Technologies Ltd, is pleased to officially launch its latest generation maritime communications system specifically developed for Inmarsat - Wideye iFleetONE. The Wideye iFleetONE, with its compact design catering to the needs of small and mid-sized fishing and leisure vessels, has built-in Wi-Fi to allow users to maintain connection, via smart phones, tablets or laptops, to useful applications, such as weather chart updates and fish catch reporting. The Wideye iFleetONE makes it easy to talk, text, as well as sending and receiving emails while out in the open sea with the ease of one’s mobile devices.

Dr Colin Chan Kum Lok, Chairman and CEO of Addvalue, remarked that “as this new offering is customised to the specific needs of the end users, in line with our Commercial Refocusing strategy, we are confident that it will be a right fit in addressing the targeted market segment”.

In conjunction with the launch of the new product, Addvalue is sponsoring a two-member crew team, with the Rowing From Home To Home Expedition, its Wideye iFleetONE maritime communications system as the team attempts to voyage from Singapore to New Zealand using a rowing boat as its main mode of transport. As the entire expedition is human powered with no engines, sails or parachutes, the need for a reliable satellite communications system on board is critical. With a free 505 emergency calling service which enables the crew to maintain communication during

an emergency, Wideye iFleetONE also allows the team to receive weather updates out in the sea on a daily basis and the crew to communicate with friends and family by tweeting and blogging almost instantly.

“I am glad to have found a reputable and reliable company like Addvalue to sponsor us with a satellite communications system like Wideye iFleetONE. The system certainly serves a very critical communication role in our expedition. This takes a huge load off my mind and I can set off anytime now,” exclaimed Mr Grant ‘Axe’ Rawlinson, the leader and founder of the Expedition.

“This is probably the first time a maritime broadband product is used in such an arduous human expedition. I believe Mr Grant and his partner will surmount all challenges while the iFleetONE communication system shall keep them connected with the rest of the world at all times and under all weather conditions throughout their expedition,” commented Mr Tan Khai Pang, Chief Operating and Technology Officer of Addvalue.



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About Addvalue (www.addvaluetech.com)

Addvalue Innovation Pte Ltd, a wholly-owned subsidiary of SGX Mainboard-listed Addvalue Technologies Ltd (A31), 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.

About Grant 'Axe' Rawlinson (axeoneverest.com)

Grant 'Axe' Rawlinson is leader and founder of the ROWING from HOME to HOME Expedition. Originally from Taranaki, New Zealand, now living in Singapore for 18 years, Grant 'Axe' Rawlinson is a mountaineer and adventurer, author and inspiring keynote speaker. Grants preferred expedition styles are lightweight, 2-person, human-powered journeys with as little support as practically possible, through remote and unforgiving environments. A talented athlete, Grant was a representative rugby player in New Zealand and also played for the Singapore national rugby team for three years, representing them at two Hong Kong Seven's Tournaments. With 14 years mountaineering experience and 50 peaks under his belt, Grant has climbed on 5 continents and is best known for scaling the North Ridge of Mt Everest. Having completed numerous human-powered traverses around the world – ROWING HOME is Grants vision and he has been working tirelessly during the build-up in an attempt to turn his dream into a reality.

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