



## **ADDVALUE TECHNOLOGIES LTD**

Company Registration Number: 199603037H

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### **ADDVALUE SECURES DESIGN AND SUPPLY CONTRACT WITH INMARSAT PLC TO INTRODUCE NEW FB150 FLEETBROADBAND TERMINAL TARGETED AT FISHING, LEISURE AND SMALL BUSINESS VESSELS**

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December 10, 2008 – Addvalue Technologies Ltd (“Addvalue”) is pleased to announce that its wholly-owned subsidiary, Addvalue Communications Pte Ltd, has secured a design and supply contract with Inmarsat (the “Contract”) to expand its maritime product family, FleetBroadband, with an entry-level, globally deployable terminal targeted at small vessels. The new product, the FB150, to be developed and marketed by Addvalue, will offer a voice connection at landline quality, accessible simultaneously with internet-capable IP data of up to 150kbps and a simple-to-use SMS feature.

Under the design and supply contract, Inmarsat will contribute to Addvalue’s design costs and has created an incentive scheme to promote a successful product launch that guarantees sales for a three-year period. The Contract is expected to contribute positively to the results of Addvalue and its subsidiaries for the three financial years ending 31 March 2011.

Inmarsat has embarked on the new service to address the needs of smaller leisure, fishing and commercial vessels with lower data requirements, which are not met by the existing range of FleetBroadband terminals that provide higher rates of data delivery. The FB150 terminal is scheduled to be available in the market by mid-2009.

“We have successfully developed and sold a significant number of cost effective land portable BGAN terminals since 2002. The recent successful deployment of 1,200 Addvalue BGAN terminals for Brazil’s first round of municipal elections, delivered within a very short time frame, ensured the secure and timely transmission of election results and included over 500 terminals transmitting data simultaneously within a single spot beam,” said Dr Colin Chan, Chairman and CEO of Addvalue. “It not only made history as the world’s largest BGAN deployment, it also clearly demonstrates the stable and reliable performance of Addvalue BGAN terminals and the BGAN network for the mass market.

“We are hence delighted that Inmarsat has chosen us once again as a partner to design and supply the cost effective FB150 terminal. There are presently significant gaps in the mass maritime market segments that need low data transmissions, and we believe the FB150 terminal will nicely bridge the gap,” added Dr Colin Chan.

Commenting on the new FleetBroadband terminal, Mr Piers Cunningham, Head of Maritime Business at Inmarsat, remarked, “Inmarsat and Addvalue are committed to ensuring that the hardware costs and service charges for the FB150 terminal will be priced competitively for the target markets, taking into account the price sensitive needs of the sub-US\$5,000 hardware sector.

“Owners of smaller vessels, who would like to avail themselves the benefits of internet access, would desire a service that is priced accordingly. The FB150 terminal will address these needs by bundling it with an affordable package suitable for use onboard smaller maritime platforms,” he said. “The FB150 above-deck antenna unit will be highly compact and easy to install while the below-deck unit will be similarly scaled and offer standard interfaces to allow quick and easy connection to PCs and ‘off-the-shelf’ peripheral services.

“Part of our long-term development plan for our FleetBroadband service is to bring the benefits of our optimised and proven IP network into a low-cost package that maintains our high standard. The FB150 terminal will deliver to small fishing and leisure vessels the same quality of service that large international merchant fleets

expect from Inmarsat. Since we launched our FleetBroadband service a year ago, the take-up has been stronger than expected. We have seen with first hand that the service makes a significant contribution to shipping businesses, and are excited to offer those same advantages to smaller vessels,” added Mr Cunningham.

### **About Addvalue ([www.addvaluetech.com](http://www.addvaluetech.com))**

Headquartered and founded in Singapore in 1996, Addvalue Technologies Ltd 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 wide variety of voice and IP-based data applications. Addvalue has established itself as a key partner to many major players in the satellite communication industry, counting amongst its customer base internationally-renowned leaders such as Inmarsat, Thuraya, Stratos, Vizada, SingTel and Satlink.

Addvalue is currently one of the only three authorised global developers-cum-suppliers, and the only one in Asia, of the portable Broadband Global Area Network (“BGAN”) satellite terminal. The terminal operates on a satellite infrastructure, run by London-listed Inmarsat plc, which facilitates connectivity anywhere in the world. BGAN is an ideal choice for communication in areas where terrestrial or cellular networks are damaged, congested or non-existent.

### **About Inmarsat ([www.inmarsat.com](http://www.inmarsat.com))**

Inmarsat plc (LSE: ISAT) is the leading provider of global mobile satellite communications. Since 1979, Inmarsat has been providing reliable voice and high-speed data communications to governments, enterprises and other organisations, with a range of services that can be used on land, at sea or in the air. The company’s services are delivered through a global network of more than 500 distribution partners and service providers operating in 180 countries. For the year ended 31 December 2007, Inmarsat plc had total revenue of US\$ 576.5 million.

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