



ADDVALUE JOINS THE MOBILE SATELLITE SERVICES ASSOCIATION (MSSA)

INDUSTRY STAKEHOLDERS TO WORK SIDE-BY-SIDE TO FOSTER A UNIFIED ECOSYSTEM

Singapore, 10 February 2025 – Addvalue Innovation Pte Ltd, a wholly-owned subsidiary of SGX Mainboard-listed Addvalue Technologies Ltd (“**Addvalue**”), today announced its membership in the [Mobile Satellite Services Association](#) (MSSA) – an industry effort to advance the development of direct-to-device (D2D) and IoT connectivity through an ecosystem of Non-Terrestrial Network (NTN) providers that are committed to seamlessly extending mobile coverage globally.

MSSA – launched in February 2024 – seeks to develop a global ecosystem utilizing L- and S-band spectrum already allocated and licensed for mobile satellite services (MSS), which is well-suited for integration into a broad range of mobile devices. Through the coordinated deployment of technical standards and enhancement of regulatory frameworks, the MSSA drives new initiatives to foster support for MSS-based services leveraging the 3GPP mobile standards.

The Association’s founding members, along with other ecosystem players, support integrating terrestrial and non-terrestrial networks (NTNs) to deliver scalable, sustainable, and affordable connectivity to any device, anytime, anywhere. Emerging D2D services can expand connectivity and enable competition across multiple large and diverse segments, including cellular, industrial, government, agriculture, automotive, and others.

"Addvalue is delighted to join MSSA, reinforcing our dedication to advancing mobile satellite-based communication solutions and supporting the creation of a unified ecosystem for seamless global connectivity," said **Richard Lau, Chief Commercial Officer at Addvalue.**

"We are excited to add Addvalue to MSSA's roster of members as we advance efforts to foster an ecosystem for delivering MSS spectrum-based solutions," said **Mark Dankberg, Board Chairman of MSSA.** *"We look forward to continuing to unite industry voices and shaping an*

ecosystem to support affordable, seamless, global roaming connectivity services for mobile users.”

About Addvalue Innovation

Addvalue Innovation Pte Ltd, a wholly-owned subsidiary of SGX Mainboard-listed Addvalue Technologies Ltd (A31), is a leading satellite-based communication solutions company. Addvalue provides state-of-the-art communication terminals for use in space, in the air, at sea and on the ground. The company also offers extensive engineering and integration services to its customers. Addvalue’s expertise extends far beyond where the world’s terrestrial networks end. Whatever the market or application, the company’s wide range of satellite-based products and services is sure to offer the right technology to drive enhanced connectivity. Learn more at www.addvaluetech.com and follow us on [LinkedIn](#).

About MSSA

For more information on the formation and mission of MSSA, visit the Association’s website: www.mss-association.org and follow us on [LinkedIn](#). #MSSAssociation

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