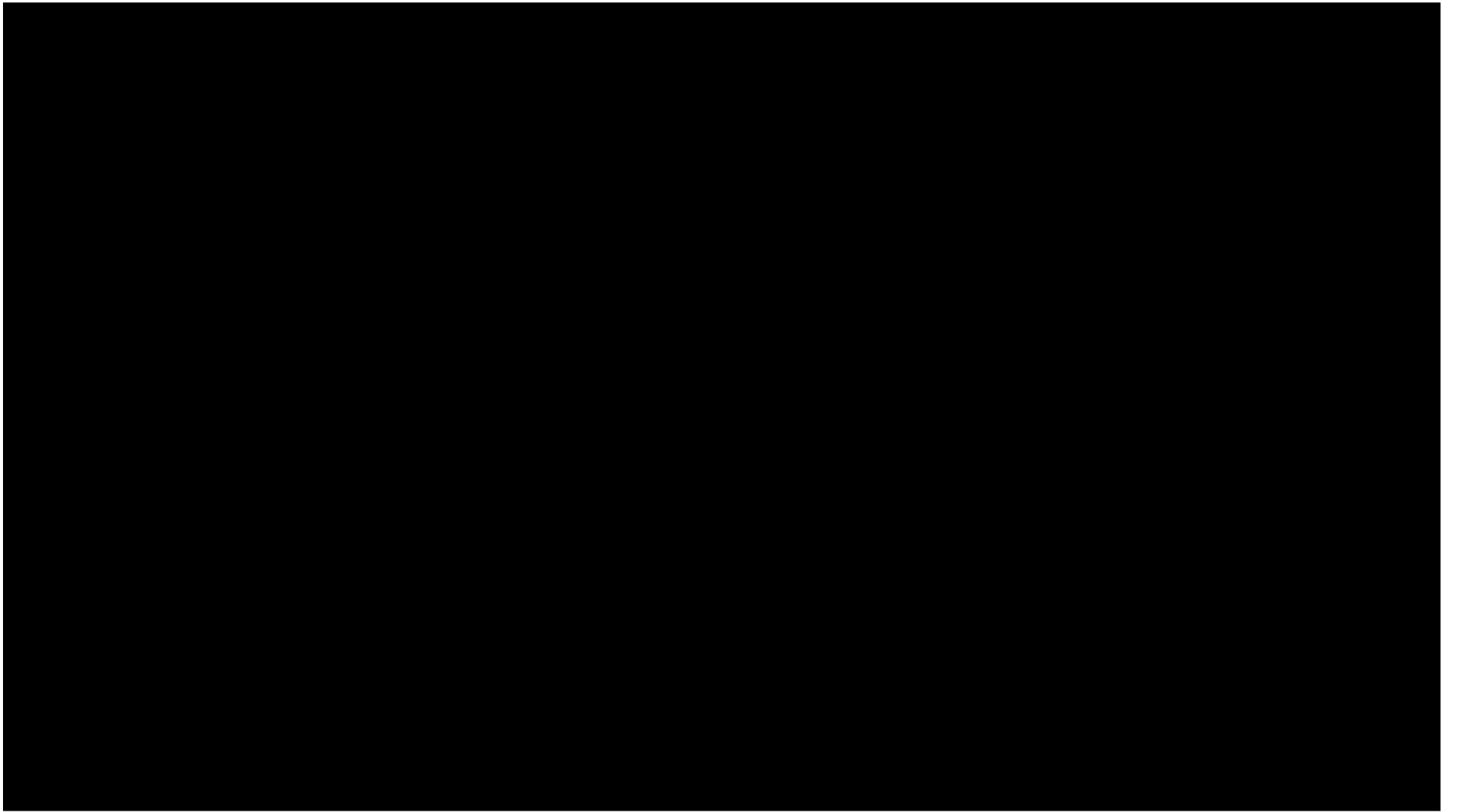




# Profitable Customer Connectivity

## Ferry Shipping summit 2018, 21<sup>st</sup> of March

Jan Erik Norli, CSO Marcom



# Telenor Maritime: The Global Mobile Operator enabling the best mobile experience at sea



**Cruise**



**Offshore**



**Ferry**



**Fisheries**

# Telenor Maritime Service Platform



## Services

Services for Passengers, Crew, Ship-Owner

## Mobile Access On Ship

Operational Control System

2G

3G

4G

Wi-Fi

## Connectivity To Ship

Always Best Connection

VSAT

Mobile  
Broadband

Radiolink

Wi-Fi in  
Port

Turn  
Key  
Delivery

A large, stylized green checkmark graphic is positioned on the right side of the slide, partially overlapping the "Turn Key Delivery" text.

# Our Cruise Customers



# Our Ferry Customers



# Ferry market, Connectivity provisioning including complete backhaul with VSAT/MBB



AND MORE to  
come onboard  
shortly

## Smart ship, a technological ecosystem, WiFi & GSM Data



Telenor Maritime Connectivity Platform shapes, balances and bundles backhaul and traffic



## Is the connectivity provisioning into the European fleet profitable?

- Fiscal year 2018: Removed cost worth ~ € 9.000.000 p.a. from the Ferry operators
- Fiscal year 2018: Added net revenue worth > € 2.000.000 p.a. to the ferry operators
- Producing WiFi QoS positively approved by pax onboard.
- Adding > 350Mbts into the ferries to provide this QoS.

## Telenor Maritime enable the best mobile experience at sea.

A sufficient backhaul and pervasive WiFi coverage on board

A connectivity platform to shape and bundle backhaul and traffic

And correct QoS is in place, Passengers buy and use WiFi onboard.



# News from Telenor Maritime – Color Line



(Oslo, Norway, November 7, 2016) Telenor Maritime have a long standing relation to Color Line, and today announces an expansion of the communications services onboard the entire Color Line fleet, deploying connectivity platforms supporting the complete digital value chain that will greatly enhance the customer experience.

"The agreement with Telenor Maritime means that we can offer full WiFi coverage on our vessels with increased capacity and bandwidth during Q1 2017. This enables further investments in digital solutions to provide guests with the best experience on board," explains Marianne Gade Gørblitz, CIO of Color Line.



# News from Telenor Maritime - Color Line, Fjordline, DFDS, Stena Line

## TELENOR MARITIME LAUNCHES WORLD FIRST SHIPBORN 4G NETWORK



(Oslo, Norway, 21 December 2016) Telenor Maritime have a long standing relation to Color Line and announces that the world first shipborne 4G network is operating on one of their ships, enabling passengers to enjoy 4G speeds while surfing on mobile phones, significantly enhancing the user experience.

"The recently introduced connectivity platform is a major steppingstone for the ongoing digital transformation on Color Line ships, it enable us to move fast forwards facilitating the introduction of 4G, that further enhance the passenger experience when using their mobile devices," said Frode Støldal, CEO of Telenor Maritime.



# News from Telenor Maritime- DFDS

## TELENOR MARITIME EXPAND THE DFDS PARTNERSHIP WITH PREMIUM WI-FI AND BACKHAUL SERVICES



(Oslo, Norway, 27 June 2017) Telenor Maritime, the global maritime mobile operator, today announces an expansion of the communications services deploying our connectivity platform with Premium Wi-Fi, Ka VSAT and mobile broadband backhaul for DFDS, one of our very first and long-standing partners. The technology will vastly enhance the customer experience.

“DFDS has enjoyed a great partnership with Telenor Maritime on providing GSM solutions for our passengers for more than ten years. The scene is rapidly changing, and an efficient Wi-Fi solution is mandatory to access social media and other digital experiences, this is easier said than done in an environment where bandwidth has to be supplied and mixed from different sources. Telenor Maritime has specialised in providing solution to the ferry industry, and we look forward to extending our cooperation,” said Gert Møller, VP & CIO at DFDS.



# News from Telenor Maritime- Finnlines

## TELENOR MARITIME TO PROVIDE WI-FI, 3G AND BACKHAUL SERVICES TO FINNLINES PASSENGER SHIPS



«We chose Telenor Maritime to provide the WiFi, 3G and backhaul services, and have a long history and cooperation in many projects over the years. Telenor Maritime is one of the most experienced partners in this field, and we appreciate their expertise» said Kielo Vesikko, Head of passenger services, Line manager of Finnlines.



Oslo, Norway, 6 March 2018) Telenor Maritime, the global maritime mobile operator, team up with Finnlines and announces the introduction of the mobile ecosystem onboard their passenger ships, deploying a connectivity platform with Mobile/3G, Premium Wi-Fi, Ka-VSAT and mobile broadband backhaul. Digital services that support the complete digital value chain vastly enhancing the customer experience onboard.



Telenor Maritime is being relevant providing  
Profitable Customer connectivity into the Ferry  
business

Thank you