



**Overview** **page 2**

Pole Star Space Applications Limited is a privately owned company headquartered in London, providing services to the global maritime industry. With five international office locations, and a network of over 60 distributors, the company aims to be the pre-eminent provider of fleet management, ship security, LRIT and fisheries monitoring services.

**Products & Services****• Commercial Shipping** **page 4**

Over 15,000 ships are tracked using the Fleet Management, Alert Advanced and Marine Asset Tracker product range.

**• Maritime Administrations** **page 10**

Over 16,000 ships, on behalf of 44 flags, are monitored via Pole Star's Application Service Provider (ASP) and LRIT Data Centres (DCs). LRIT Conformance Testing services are offered to the maritime industry on behalf of over 90 Flag Administrations.

**• Fisheries Solutions** **page 12**

Fisheries authorities, in more than 30 countries and territories, rely on Pole Star's fisheries solutions for environmental monitoring of more than 6,000 fishing vessels.

**Distributors** **page 14**

With an office or distributor at every major shipping center, Pole Star's distribution channel is unmatched.

**Customers: Commercial Shipping** **page 15**

As a trusted partner to many of the biggest names in the industry, Pole Star offers tracking services that assist in improving fleet efficiency, and SSAS services for compliance with security regulations.

**Customers: Maritime Administrations** **page 16**

Over 90 government customers depend on Pole Star to provide the highest level of secure and reliable service.

**Customer/Technical Support** **page 17****Board of Directors** **page 18****Corporate Information** **page 20**

## HISTORY

Pole Star Space Applications Limited is a privately owned UK company that has been providing tracking and monitoring services to the global maritime industry since 1998.

From its headquarters in London, and via a network of offices located at key international maritime hubs, the company has earned a reputation as the principal provider of remote fleet management, ship security, Long Range Identification and Tracking (LRIT) and fisheries monitoring services.

In 2011 Pole Star merged with Absolute/AMTS. The combined company now monitors approximately 40,000 ships on behalf of 1,250 clients located in over 90 countries.

## PHILOSOPHY

A user-first approach underpins Pole Star's business philosophy and drives both operational and technical strategy, thus ensuring that the company consistently delivers innovative, robust and reliable products.

Pole Star uses cutting-edge technologies to develop the most technically advanced, user-friendly products of their type available. All of the company's products are supported 24/7 by a dedicated team of specialists that offer installation, technical and regulatory support and training.

## PERSONNEL

Pole Star employs a multi-national team of 85 people, fluent in over 20 languages and located in its offices in London, Boston, Panama, Hong Kong and Australia.

All staff adhere to strict Quality Assurance practices, including LRIT Conformance Testing pursuant to ISO9001:2008 certification.

## MARKET PLACE

With innovative solutions offered across the maritime market – to the commercial marine sector, governments, maritime administrations and fisheries – Pole Star has a unique understanding of the industry and its customers.

In difficult economic conditions, operators must balance commercial performance against new environmental standards, ever-stricter pollution controls and regulatory compliance requirements. Pole Star offers advanced solutions to optimise operational performance and efficiency while maximising cost control across a fleet.

Increased piracy attacks and the threat of terrorist incidents have focused attention on the need for effective risk management and reliable Ship Security Alert Systems (SSAS) that enable operators to plan for security situations and respond to them rapidly.

Pole Star is committed to enhancing maritime safety and security. In 2011, the Automated Mutual-Assistance Vessel Rescue System (Amver), recognised Pole Star's contribution to maritime safety with an award for its invaluable support of this important maritime search and rescue programme.

## FINANCIAL

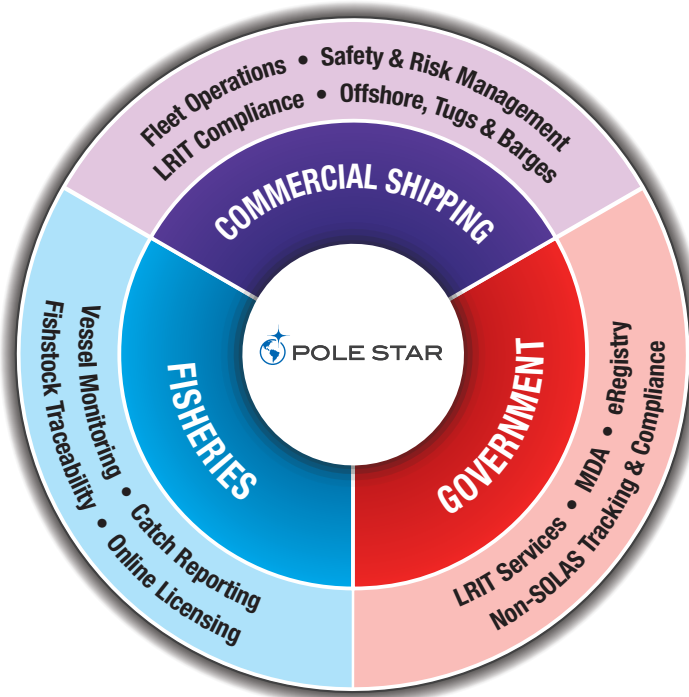
Pole Star continues to experience strong growth and sustained profitability.

The company is among Britain's fastest growing private technology companies and was ranked in The Sunday Times Tech Track 100 league table in 2003, 2005, 2006 and 2011.

The company continues to expand whilst actively examining opportunities that can provide added value to its customers and enhance future growth.

## PRODUCTS

Pole Star's products are the maritime remote asset monitoring and management systems of choice, covering a broad range of needs from improving fleet optimisation, monitoring environmental and other regulatory compliance to safety and risk management.



Under its **Purpelfinder®** brand, Pole Star develops innovative and reliable systems that enable its commercial shipping customers to monitor and manage their assets worldwide. These products provide shipowners and managers with the information they need to maximise operational performance and safeguard their assets and crews.



Pole Star operates LRIT data centres for more than 40 Flags, including Panama, Singapore, the Marshall Islands, Liberia, Australia and Canada, as well as providing LRIT Conformance Testing and Certification for more than 90 Flags. The company's substantial technological resources enable the rapid delivery of superior quality, innovative products to governments.



Through its **Absolute Software™** brand, Pole Star provides Fisheries Vessel Monitoring Solutions (VMS) to fisheries authorities in more than 30 countries, allowing them to monitor compliance effectively over large, remote areas. Specialised features include the calculation of fishing activity and quota data to support environmental programmes for the sustainable harvesting of fish stocks. Currently monitoring over 6,000 commercial fishing vessels, operating under 35 flags, and providing catch reporting solutions to an additional 2,000 vessels, Pole Star's Vessel Monitoring Solutions are the preferred choice of fisheries authorities worldwide.



## COMMERCIAL SHIPPING SERVICES

Pole Star has a significant market presence, providing a range of commercial shipping products under its recognised **Purplefinder®** brand.

**Fleet Management (FM)** offers ship monitoring and fleet optimisation tools to more than 6,500 ships, on behalf of commercial ship owners and operators.

**Alert Advanced**, Pole Star's Ship Security Alert System (SSAS), meets or exceeds all requirements of the SOLAS regulation XI-2/6 and associated performance standards.

Tug and barge operators and oil & gas majors remotely monitor over 1,600 tugs, barges and rigs using Pole Star's **Marine Asset Tracker (MAT)**.

Commercial Marine customers include companies from every industry sector:

- Bulk carrier and tanker owners/operators
- Specialised tonnage including reefer ships and heavy lift vessels
- Cruise ship operators
- Oil & gas majors
- Tug and barge operators
- Fishing fleets
- Container lines
- Third party ship managers
- Finance houses

## FLEET MANAGEMENT

Monitoring a vessel's speed and course, as well as its progress against schedule, can provide commercial advantages including improved voyage management, fuel cost savings and ETA adjustments for just-in-time arrival.

Pole Star's web-based software provides key information to owners, charterers and other types of organisation with an operational and financial interest in achieving maximum vessel optimisation, no matter the ship type or onboard equipment.

### Key features:

- Automatic tracking for continuous vessel monitoring
- View entire fleet on interactive C-Map marine charts
- Provide key data to staff by adding points of interest
- Global weather forecasting and meteorological information
- Enhanced risk management using geo-zone notifications
- Create company specific 3D charts e.g. on Google Earth
- Track history for precise off-hire calculations
- Manage access to data with secure logins that limit access to authorised parties
- Position reports on demand
- AMVER reporting option
- Position reports to email and SMS






## COMMERCIAL SHIPPING HARDWARE

Pole Star offers a range of hardware options to meet the needs of commercial fleets from basic tracking to SOLAS Regulation XI-2/6 (SSAS) compliance.

Pole Star is able to integrate Inmarsat-C equipment already installed onboard a ship or supply reliable, dedicated tracking equipment, such as its FM-IDP for Fleet Management, DSAS Mk2 terminal for Ship Security Alert System (SSAS) or Iridium products for tracking in Sea Area A4.

During 2013, Pole Star will introduce vessel telemetry capabilities to its existing hardware range to give shore-side operations staff a more comprehensive view of ship based control systems and improved situational awareness.

	 Globalstar	 Inmarsat-C	 IsatData Pro
GPS Tracking	✓	✓	✓
Telemetry	✓		✓
Availability	Now	Now	Now



## MARINE ASSET TRACKER

Marine Asset Tracker (MAT) 2.0 is a user-friendly, low-cost tracking solution for monitoring fleets of tugs, barges, support and fishing vessels, rigs and other powered and unpowered marine assets.

A range of ready-to-install Pole Star hardware options allows operators to choose hardware that meets the unique needs of each asset in their fleet, while the advanced web-based application provides access to unlimited users anytime, anywhere.







### Key features:

- HDtrack - High definition reporting (exclusive to MAT-IDP and MAT-IDP800)
- Track and manage your fleet in one application
- Choose a specialised hardware option to meet the unique needs of each asset in a fleet
- Overlay high-risk, political, environmental and operational zones and weather graphics
- Programmable geo-zones alert the operator when a vessel enters or leaves a safe zone
- Visualise risks and increase situational awareness with interactive maps

## MAT HARDWARE OPTIONS

The MAT range of hardware enables the user to select the unit that meets their specific operational requirements. For assets with a stable power supply, such as tugs and support vessels, MAT-IDP is the ideal option for routine tracking. For unpowered assets such as barges, the MAT-GS is powered by 4 x AA batteries and offers up to 3 years regular reporting.

	 <b>MAT-GS</b>	 <b>MAT-IDP</b>	 <b>MAT-IDP800</b>	 <b>Beijer</b>
Schedule Reporting	✓	✓	✓	
Immediate Position Request	✓	✓	✓	
HDtrack		✓	✓	
Battery Backup	✓		✓	
Internally Powered	✓		✓	
Messaging		✓ *	✓ *	✓
Availability	Now	Now	Q2 2013	Q2 2013

\* When used in conjunction with Beijer Mobile Data Terminal

## SHIP SECURITY ALERT SYSTEMS

Ship Security Alert Systems (SSAS) are mandatory on SOLAS ships over 500gt engaged on international voyages. Proven in service and installed on thousands of ships worldwide, Pole Star's SOLAS XI/2-6 compliant DSAS and DSAS Mk2 are reliable and robust. Where SSAS hardware already exists onboard, Alert Advanced is able to integrate with almost all SSAS hardware on the market. In combination with the secure web-based Alert Advanced system, ship operators can manage routine test and genuine security alerts via a single online interface regardless of hardware make. A suite of advanced features, such as user-defined and industry relevant geo-zones, allow users to effectively manage and minimise risk.

### Key features:

- Manage fleet security using a proven and reliable
- Control distribution of data to designated recipients
- Secure logins to limit access to only authorised parties
- Integrate other major manufacturers' SSAS hardware
- Use email/SMS/fax for out-of-office notifications Ship Security Alert System
- Access the system via mobile phone (using Mini Map) in order to manage fleet security on one system for alerts, polling and ship positions



## SHIP SECURITY REPORTING SYSTEM

Increasing piracy attacks around the world have refocused the need for a reliable Ship Security Alert System. In 2009 Pole Star was requested by a number of Flags and ship operators to develop a counter-piracy product that could assist naval forces by providing real-time information on pirate attacks. Timely notification of an incident is key, thus giving naval forces the maximum available time to respond. In response, Pole Star launched the Ship Security Reporting System (SSRS).

SSRS is an innovative counter-piracy service that enhances the effectiveness of existing SSAS by providing a link from the ship sending an alert direct, for example, to the Maritime Security Centre – Horn of Africa (MSCHOA) and UK Maritime Trade Operations (UKMTO) and onward to EU NAVFOR Somalia – Operation Atalanta and associated participating naval forces responsible for maritime security in the Gulf of Aden and off the Somali coast.





## LRIT CONFORMANCE TESTING

The Long Range Identification and Tracking (LRIT) regulation requires operators of ships regulated by SOLAS contracting governments and engaged on international voyages, including passenger ships, cargo ships over 300gt, and Mobile Offshore Drilling Units (MODUs), to provide a compliant terminal for the transmission of LRIT information.






Pole Star is the world leader in LRIT testing and, to date, has completed more than 40,000 LRIT tests on behalf of global ship operators. Pole Star is an Authorised Testing ASP for over 90 Flags and provides operators with a convenient, secure and easy-to-use web-based testing platform, allowing them to initiate a test and review its progress at any time.

Once tested, Pole Star is authorised to issue Conformance Test Reports (Certificates) on behalf of most Flags.

## LRIT CONFORMANCE HARDWARE

Inmarsat C equipment already installed on the majority of ships is frequently used for LRIT compliance. Where the existing onboard equipment is not suitable or a stand-alone solution is required, Pole Star recommends the installation of a dedicated LRIT terminal for optimal performance.


Pole Star currently offers two solutions dedicated to LRIT shipboard equipment needs. These are the SkyWave DMR-800 LRIT and the Thrane and Thrane SAILOR mini-C LRIT terminal. Reliable, simple and secure, these Pole Star hardware solutions have been developed to meet the needs of the ship operator requiring flexible installation.

	 <b>Isat M2M</b>	 <b>Inmarsat-C</b>	 <b>Iridium LRIT</b>
GPS Tracking	✓	✓	✓
Schedule Reporting	✓	✓	✓
Immediate Position Request	✓	✓	✓
Availability	Now	Now	Now

## LRIT CONFORMANCE TEST REPORTS

LRIT Conformance Test Reports (Certificates) are the only proof of LRIT compliance. The document, which is issued on completion of a successful test, is a mandatory requirement for radio surveys and inspection. This document is required to be kept onboard the ship.

To date, Pole Star has issued nearly 25,000 Certificates on behalf of over 90 Flags. Standard processing time is three days, but to assist ship operators with urgent requirements, Pole Star offers a Fast Track service, which allows for the Certificate to be issued within 24 hours.

CONFORMANCE TEST REPORT	
issued under the provisions of MSC.1/Circ.1307 on Guidance on the survey and certification of compliance of ships with the requirement to transmit LRIT information	
issued by Pole Star Space Applications Limited on behalf of THE GOVERNMENT OF	
	
Name of ship	
Port of registry	
Distinctive number or letters	
IMO Number	
Maritime Mobile Service Identity	
Gross tonnage	
Sea areas in which the ship is certified to operate	
Sea areas for which this report is valid	
Application Service Provider conducting the test	
<p><b>THIS IS TO CERTIFY</b> that the shipborne equipment designated to transmit LRIT information and specified below:</p> <p>1. has been found to meet the requirement of the provision of regulations V/19-1.6 and V/19-1.7 and of the Revised performance standards and functional requirements for the long-range identification and tracking of ships adopted by resolution MSC.263(84) and:</p> <p>.1 is of a type approved by the Administration in accordance with the provisions of regulation V/19-1; <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>.2 is of a type approved by the Administration in accordance with the provisions of regulation IV/14; <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>.3 has been certified by the Administration as meeting the requirements of IEC 60945 (2002:08) and IEC 60945 Cor.1 (2008-04) on Maritime navigation and radiocommunication equipment and systems – General requirements – Methods of testing and required test results; <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>.4 has been certified by the Administration as complying with the provisions of regulation XI-2/6; and of resolution MSC.147(77) on Adoption of the Revised performance standards for a ship security alert system <sup>7</sup>/resolution MSC.147(77) on Adoption of the Revised performance standards for a ship security alert system <sup>7</sup>; <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>(* Delete as appropriate.)</p> <p>2. has undergone conformance testing in accordance with the procedures and provisions set out in MSC.1/Circ.1307, and has shown that it can operate within the tolerances of the acceptance criteria stated in the aforesaid circular.</p> <p>The conformance test was satisfactorily completed on</p>	
<p><b>Details of the shipborne equipment used to transmit LRIT information:</b> (e.g., make, model, serial number and shipborne equipment identifier)</p>	
<p>Issued in London, United Kingdom on</p>	
No:	



## **LONG-RANGE IDENTIFICATION & TRACKING (LRIT)**

Pole Star offers a comprehensive end-to-end LRIT service that consists of the most cost-effective and expandable Data Centre solution available. The company operates Data Centres on behalf of over 40 Flag administrations, monitoring more than 16,000 ships, including those of Panama, Singapore, Liberia, and the Marshall Islands – the largest fleets in the International Maritime Organisation’s LRIT network.

The LRIT regulations apply to the following ship types engaged on international voyages:

- All passenger ships, including high speed craft
- Cargo ships, including high speed craft of 300 gross tonnes and above
- Mobile offshore drilling units

## DATA CENTRE/ASP SERVICES

Pole Star has provided ship tracking services to governments and the industry for more than 10 years. The company was the first to establish a demonstration National Data Centre during the LRIT prototype stage.

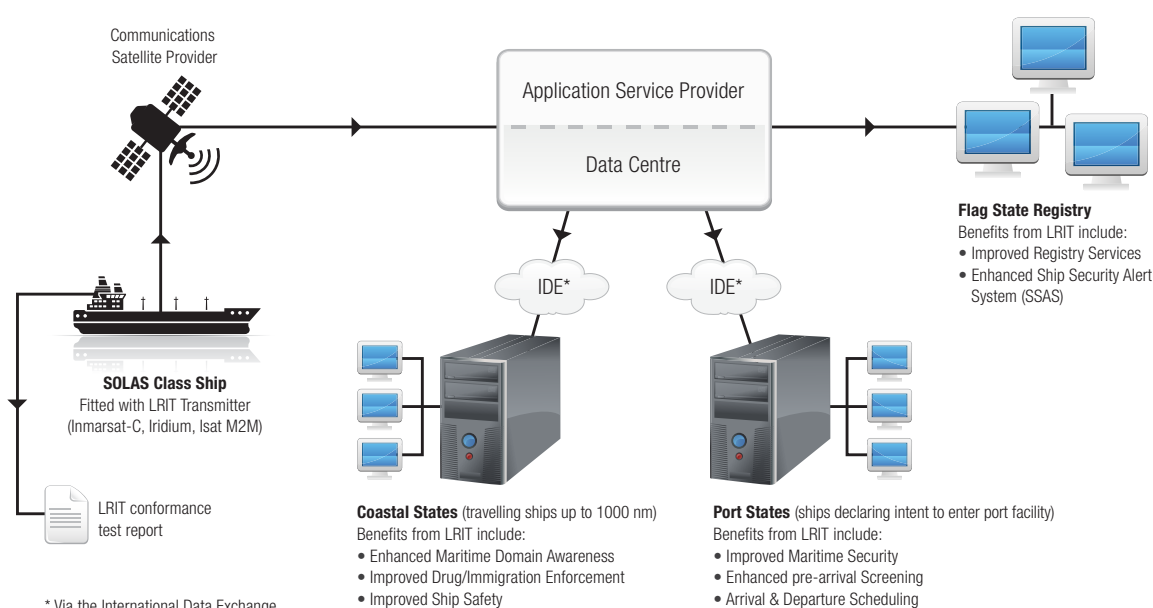
Flags appointing Pole Star as their Data Centre provider will be supported by a professional and committed ASP dedicated to the provision of the most sophisticated and technically advanced schedule of LRIT services. Pole Star personnel attend all IMO Maritime Safety Committee meetings and LRIT working groups and are well placed to monitor and implement any amendments relating to LRIT regulation.



As a result of its unrivalled breadth of experience, Pole Star understands the entire range of managerial, technical and financial compliance measures necessary to enable a Flag to meet its international obligations.

### Key features:

- Data Centre provider and manager for 44 Flags
- Authorised Service Provider for over 90 Flags
- More than 16,000 ships monitored
- Sophisticated web-user interface with advanced LRIT and fleet management functions
- 24/7 multilingual support
- 14 year record of robust security, system availability and data confidentiality
- Proven managerial and technical expertise
- Shipboard equipment compliance testing and certification in conjunction with the ship operator







## FISHERIES SOLUTIONS

Under the **Absolute Software™** brand, Pole Star provides fisheries monitoring services to over 35 countries and Regional Fisheries Management Organisations — covering in excess of 50 million square miles of fishing territory worldwide. The company's depth of experience in this field is unmatched and demonstrated by the provision of the most complete series of vessel and catch monitoring products available. Pole Star can provide organisations with the entire spectrum of surveillance, management and enforcement needs.

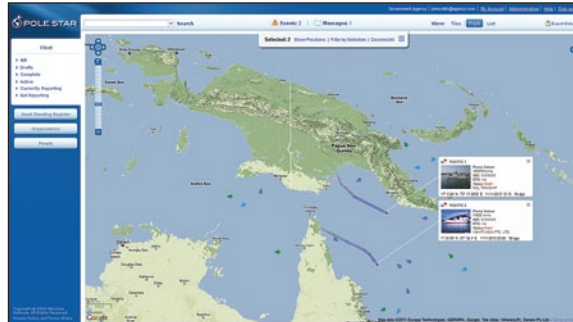
Pole Star offers a full range of Fisheries Solutions, including:

- Vessel Monitoring Systems (VMS)
- Electronic logbooks (e-Forms)
- Electronic catch reporting
- Quota management systems
- Fish stock traceability reporting
- Catch documentation systems

## VESSEL MONITORING SYSTEMS

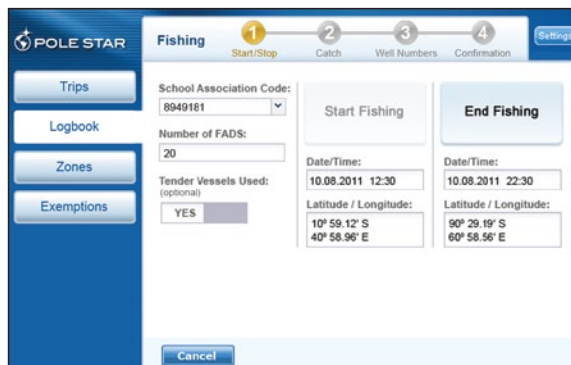
Pole Star's solutions for VMS offer far more than simple GPS tracking, providing state-of-the-art alerting functions and actionable intelligence on vessel behaviour. Many fisheries regulations incorporate limits on the total number of fishing days per area, and Pole Star provides rule-based systems to monitor compliance automatically.

GPS track information is combined with electronic logbook reports filed by operators and observers to provide the most accurate and up-to-date picture of vessel activity.







## ELECTRONIC LOGBOOKS

Eliminating the need for labour intensive paper logbooks, Pole Star's electronic logbook (e-Logbook) offers the potential to better manage catch data and produce traceability documentation. The e-Forms electronic logbook package is fully integrated with leading Inmarsat and Iridium based VMS terminals, and is engineered to be compact in size and inexpensive to update over satellite connections. In many cases, Pole Star can provide the e-Logbook with weather and safety information via satellite, thus improving situational awareness and safety.



## FISHERIES HARDWARE

Pole Star's fisheries hardware is tailored to meet the requirements of each administration, providing such features as alert reporting and redundant power supply management. Pole Star can supply tracking equipment with an optional touch screen e-Logbook, which provides real-time catch entry with automatic transmission via the VMS.

	 Globalstar	 Thuraya SF2500	 IsatData Pro	 Beijer
GPS Tracking	✓	✓	✓	✓
Two-way Communication		✓	✓	
Messaging/Electronic Logbook			✓*	✓
Voice		✓		
Availability	Now	Q2 2013	Now	Q2 2013

\* When used in conjunction with Beijer Mobile Data Terminal



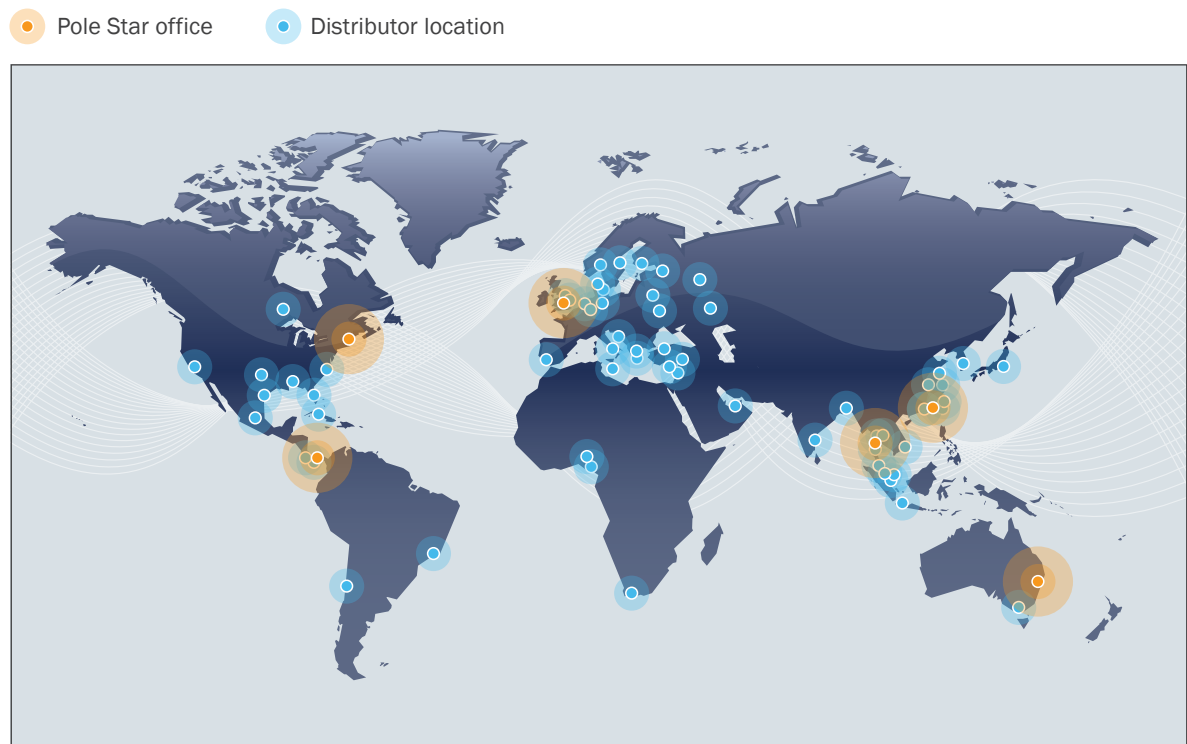
## GLOBAL DISTRIBUTOR NETWORK

With a distributor at every major shipping centre, in addition to its five international offices, Pole Star has an unmatched global presence in the market.

Pole Star's distributors are selected for their professionalism, technical ability, and shared ethos and work ethic. They deliver a high level of service to customers in their own time zone and language. Shipping is 24-hour industry, and Pole Star's extensive distributor network ensures the global reach necessary to satisfy customers at any time, anywhere in the world.

Unexpected breakdowns of regulatory equipment, such as SSAS and LRIT hardware, can have costly consequences including delays or detention. Pole Star's network of 60+ distributors and Approved Service Centres can provide spare parts, maintenance and repair services, ensuring its customers can continue to trade uninterrupted.

Pole Star's distributors represent the best marine service providers in the industry and by working in partnership, Pole Star and its distributors are able to strengthen their brands and drive growth.



## SERVING THE BIGGEST NAMES IN THE INDUSTRY

Over 1,250 commercial customers representing a wide range of companies from sectors such as, Oil & Gas, Logistics & Freight, Container Lines and Cruise Lines.



**Services provided:**
 LRIT Data Centre

 LRIT Conformance Testing

 Fisheries Management\*

Algeria			
Antigua & Barbuda			
Argentina			
Australia			
Bahamas			
Bahrain			
Bangladesh			
Barbados			
Belgium			
Belize			
Bermuda			
Bolivia			
Brazil			
British Virgin Islands			
Brunei Darussalam			
Canada			
Cape Verde			
Cayman Islands			
Chile			
China			
Cook Islands			
Croatia			
Curacao			
Cyprus			
Denmark			
Dominica			
Ethiopia			
Egypt			
Estonia			
Faroe Islands			
Falkland Islands			
Federated States of Micronesia			
Fiji			
Finland			
France			
The Gambia			
Germany			
Ghana			
Gibraltar			
Greece			
Guyana			
Honduras			
Hong Kong			
India			
Indonesia			
Ireland			
Isle of Man			
Israel			
Italy			
Jamaica			
Japan			
Jordan			
Kenya			
Kiribati			
Korea			
Kuwait			
Latvia			
Liberia			
Lithuania			
Luxembourg			
Madeira			
Malaysia			
Maldives			
Malta			
Marshall Islands			
Mexico			
Montenegro			
Mozambique			
Myanmar			
Namibia			
Nauru			
The Netherlands			
New Zealand			
Nigeria			
Niue			
Norway			
Oman			
Pakistan			
Palau			
Panama			
Papua New Guinea			
The Philippines			
Poland			
Portugal			
Qatar			
Romania			
Russia			
St. Kitts and Nevis			
St. Vincent and the Grenadines			
Samoa			
Saudi Arabia			
The Seychelles			
Sierra Leone			
Singapore			
Slovak Republic			
Slovenia			
Solomon Islands			
South Africa			
Spain			
Sudan			
Sweden			
Switzerland			
Taiwan			
Thailand			
Tokelau			
Tonga			
Trinidad and Tobago			
Turkey			
Tuvalu			
Ukraine			
United Arab Emirates			
United Kingdom			
United States			
Uruguay			
Vanuatu			

\* Includes high-seas monitoring under regional fisheries management treaties.

## CUSTOMER SUPPORT & TRAINING

With teams in London, Hong Kong, and Panama, Pole Star offers comprehensive customer support from key global shipping centres. The company places a strong emphasis on internal training to empower its front line support team. The result is a dedicated team of multilingual specialists that can handle customer enquiries efficiently and professionally.

The support team provide one-to-one product training to all new customers, either in person or remotely via screen sharing software. Pole Star's training programme enables its customers to start realising the full benefits of its products immediately.

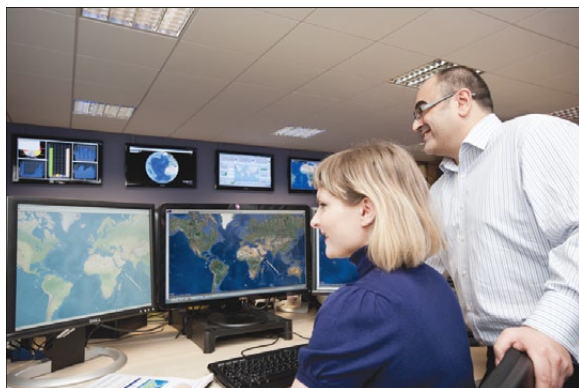
Since its inception, the company has aimed to provide the highest standard of customer service, and this has played a key role in sustaining Pole Star's high levels of customer loyalty. Customers regularly remark on the outstanding service they receive from Pole Star.



## TECHNICAL SUPPORT

Pole Star's technical support team operates from three continents on a 24/7 basis, providing network and system monitoring, technical support and systems integration. As experts in their field and possessing many years of experience in satellite communications technologies, Pole Star's technical support team are uniquely qualified to offer specialised support for the company's systems and customers.

The team monitors the satellite networks and Pole Star's systems via a bespoke live monitoring tool that allows technicians to identify and resolve potential issues quickly, thus minimising impact on services to the customer. The team also assists the research and development team, ensuring product releases enter into operation seamlessly from the testing phase. Working closely with customer support, the technical team handle escalated customer issues and provide Pole Star's customers with knowledgeable technical support.





**Michael Jankowski** Chairman

Following a period as a Fulbright fellow, Michael Jankowski completed his postgraduate study at the London School of Economics. He then began working in the City of London in the fields of investment management, stock broking, research and investment banking, with stints at Postel (now Hermes), Simon & Coates, Credit Suisse First Boston, Manufacturers Hanover and ICAP.

In addition to his role at Pole Star, Michael is a non-executive director of a public company and chairman of a pension fund. He is married with four children and is active in projects ranging from sports to the arts.



**Peter Cowling** Non-executive Director

Peter Cowling has over 40 years experience in international shipping. He started his career with Galbraith Pembroke and Ben Line before joining Wallem in 1969. He was chairman of the Hong Kong branch of the Institute of Chartered Shipbrokers in 1976-77 and 1983-85, chairman of the Hong Kong Shipowners Association 1992-93 and Wallem Group managing director 1987-95.

He is currently a fellow of the Institute of Chartered Shipbrokers, vice chairman of the International Maritime Forum, director of the London Steam Ship Owners Mutual Insurance Association Ltd, and director of Wallem Ltd. In addition, he is a member of the steering committee of the London Shipping Law Centre, a member of the General Committee of Lloyds Register and the British committees of ABS, GL and RINA. He was elected to the Pole Star board in 2002.



**Iain Hayes** Vice President, Asia Pacific

Iain Hayes has more than 20 years experience developing and applying technology for global communications and real-time GPS systems. He specialises in the development of integrated GPS technology for global wireless terrestrial and satellite access communication infrastructure projects.

Based in Asia, Iain has managed and participated in projects in the Asia Pacific region, Australia, New Zealand, America and Europe for governments, multinational corporations and industrial customers. Iain is responsible for business development, including the identification of strategic alliances and the delivery of all projects undertaken in the Asia Pacific region.



**Simon Henson** Chief Financial Officer

Simon Henson has worked in finance for over 12 years, primarily in the fields of commerce and industry. He was educated at Bristol University and started his career within audit & assurance at PricewaterhouseCoopers where he gained his ACA qualification. Simon was group finance manager of City Inn Hotels (now Mint Hotels), where he completed a £500m refinancing project, managed a forensic accounting investigation and provided the financial management for the opening of the City Inn Manchester hotel. As finance director of Aspinall of London, the online retailer, he coordinated the opening of two stores. He also worked as European head of finance at DBM Inc, a US based career consultancy firm.

Simon joined Pole Star in November 2009 as head of finance and was promoted to the board in October 2010. Since joining, he has focussed on improving management reporting, credit control and internal controls.



**Colin Hook** Non-executive Director

Colin Hook was educated at the Royal Military Academy Sandhurst and Emmanuel College, Cambridge, where he was awarded an honours degree. He has worked in the city for more than 40 years primarily in the fields of asset management, mergers and acquisitions and, in the last decade, venture capital.

From 1994 to 1997 he was chief executive of Ivory and Sime plc. He is currently chairman of the Income & Growth VCT plc. Until September 2010, he was also the chairman of Matrix Income and Growth 4 VCT plc. He first became involved with Pole Star in 1998.



**Julian Longson** Business Development Director

Director of Business Development Julian Longson earned a BSc in Environmental Science from Newcastle University, and went on to graduate from the UK's Cranfield Institute of Technology with an MSc in Applied Remote Sensing (specifically the application of satellite earth observation techniques to environmental modelling).

His 25 year career spans the satellite earth observation and satellite communications business with a range of international and private organisations based in the UK, US, Canada and Italy. He has been with Pole Star since it was created in 1998.



**Andrew Peters** Chief Executive Officer

Andrew Peters has worked in technology and telecommunications for over 25 years specialising in business transformation, general management, mergers and acquisitions. He was CEO of Deutsche Telekom UK from 2000 to 2003, CEO of Telefonica UK from 2004 to 2005 and Divisional Director of COLT from 2006 to 2009.

Prior to joining Pole Star, Andrew was an advisor to a number of private equity firms and engaged in fundraising for privately held companies. Andrew has also contributed to a number of corporate social responsibility initiatives including being a founding member of London First's Partnership in Policing initiative and a member of the Education Leadership team at Business in the Community.



**John Ramsauer** Chief Operating Officer

John Ramsauer earned a BS in Finance & Investments from Babson College. In his present role, John oversees the world's largest LRIT National Data Centre and manages key relationships with customers in both the private and government sector.

John has over 29 years experience in the information technology and worldwide shipping industry. He is a frequent advisor to public and private sector entities on maritime matters, specifically in the areas of Maritime Domain Awareness (MDA), monitoring control & surveillance (MCS), fisheries Vessel Monitoring Systems (VMS) and Long Range Identification and Tracking (LRIT). He became involved with Pole Star in 2011.



**Robert Unsworth** Non-executive Director

Robert Unsworth, FCA, BA (Econ) joined the Pole Star board as a non-executive director in September 2012. He is a graduate Chartered Accountant and currently an investment manager with Consensus Business Group responsible for a diverse UK and international investment folio, and the part time CFO for Energy Technique plc, the AIM listed manufacturer. Other recent non-executive director appointments include the international property company, Chesterton, and the small AIM listed media company, Twenty plc.

Robert graduated from Manchester University and before moving into industry, gained substantial M & A experience, both national and international, with the accountant KPMG. He has since held a number of CFO roles in a wide cross section of sectors including health care, property, support services, and manufacturing. He has been actively involved in many corporate transactions, including flotations, fund raisings, acquisitions and disposals.



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Pole Star Data Centre Services Ltd.	07084984
Absolute Software Inc.	03-0469315
Absolute Maritime Tracking Services Inc.	1376513-1-622831

### **For more information**

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