



Overview page 2

Pole Star Space Applications Limited is a privately owned company headquartered in London, providing services to the global maritime industry. With six international office locations, and a network of 58 distributors, we aim to be the pre-eminent provider of tracking services to commercial marine, governments, fisheries regulators and financial organisations.

Products & Services
• Commercial Marine page 4

Approximately 15,000 ships are tracked using our Fleet Management, Marine Asset Tracker and SSAS management systems. LRIT Conformance Testing services are offered to the maritime industry on behalf of over 90 flag administrations

• Governments page 10

Over 18,000 ships, on behalf of 44 flags, are monitored via Pole Star's Application Service Provider (ASP) and LRIT Data Centres (DCs).

• Fisheries Solutions page 12

Fisheries authorities in 45 countries and territories rely on Pole Star's fisheries solutions for environmental monitoring of more than 6,500 fishing vessels.

• Financial Markets page 14

Pole Star's easy-to-use web-based compliance solution was developed to meet the needs of financial services companies with exposures to shipping and cargoes.

Distributors page 16

Pole Star's network of 58 distributors ensures the global reach necessary to satisfy customers at any time, anywhere in the world.

Customers: Commercial Marine page 17

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: Governments page 18

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

Customer/Technical Support page 19
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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 our headquarters in London, and via a network of offices located at key international maritime hubs, we have earned a reputation for providing 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 over 1,100 clients located in more than 100 countries.

PHILOSOPHY

A user-first approach underpins Pole Star's business philosophy and drives our operational and technical strategy, ensuring that we consistently deliver innovative, robust and reliable products.

We use cutting-edge technologies to develop the most technically advanced, user-friendly products of their type available. All of our 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 over 80 people, fluent in over 20 languages and located in its offices in London, Boston, Panama, Hong Kong, Singapore and Australia.

All of our staff adhere to strict Quality Assurance practices.

MARKET PLACE

With innovative solutions offered to the commercial marine sector, governments, maritime administrations, fisheries regulators and financial organisations with exposures to shipping and cargoes, we have a unique understanding of our customers and the industries we serve.

Across all of these sectors, the threat of piracy and terrorism and the burden of new and evolving regulations has focused attention on the need for effective risk management and secure ship tracking solutions that enable organisations to mitigate risk and demonstrate compliance. We offer advanced solutions to help these organisations optimise operational performance and efficiency while maximising cost control and minimising risk.

We are committed to reducing risk. In 2011, the Automated Mutual-Assistance Vessel Rescue System (Amver), recognised Pole Star's contribution to maritime safety with an award for our support of this important maritime search and rescue programme.

FINANCIAL

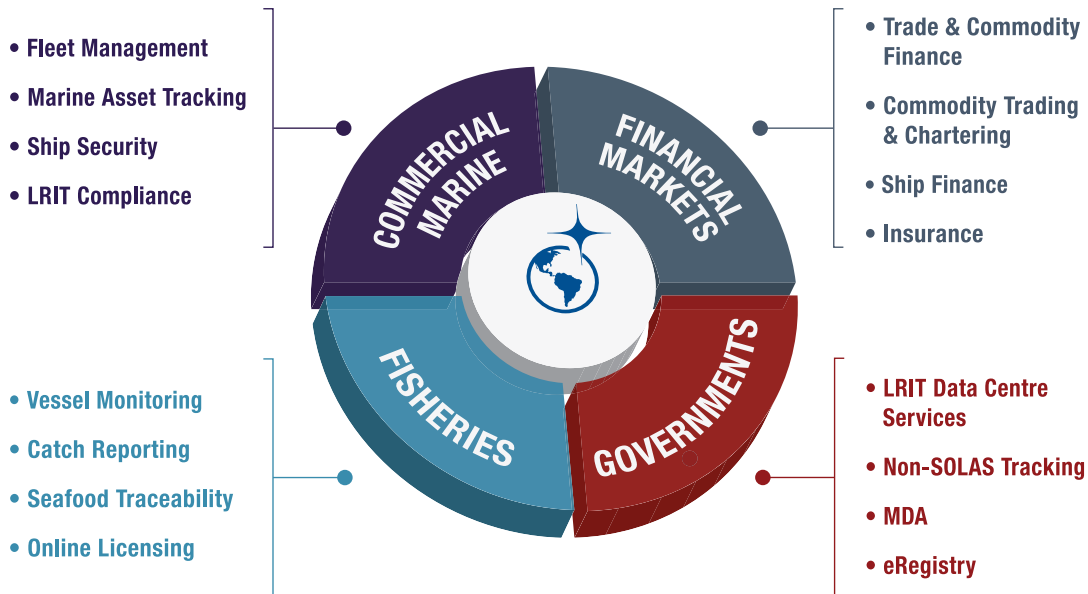
Pole Star continues to experience strong growth and sustained profitability.

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

Pole Star continues to expand whilst actively examining opportunities that can provide added value to our 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.



Commercial Marine

Pole Star develops reliable systems that enable our commercial shipping customers to monitor and manage their assets worldwide, as well as providing LRIT Conformance Testing and Certification for more than 90 flags. Our products provide shipowners and managers with the information they need to maximise operational performance and safeguard their assets and crews.

Fisheries

Pole Star provides fisheries Vessel Monitoring Solutions (VMS) to fisheries authorities in 45 countries, allowing them to monitor compliance effectively over large, remote areas. We currently monitor over 6,500 commercial fishing vessels and provide catch reporting solutions to an additional 2,000 vessels.

Governments/LRIT

Pole Star operates LRIT data centres for 44 flags, including, Panama, Singapore, the Marshall Islands, Liberia, Australia and Canada. The company's substantial technological resources enable the rapid delivery of superior quality, innovative products to governments.

Financial Markets

Pole Star developed PurpleTRAC to meet the needs of financial organisations with exposures to shipping and cargoes, Pole Star's PurpleTRAC system streamlines risk management and sanctions compliance, reveals ships' exposures to risk and provides an auditable statement of compliance.





COMMERCIAL MARINE SERVICES

Pole Star has a significant market presence, providing a range of products to the commercial marine sector.

- Fleet Management (FM) offers ship monitoring and fleet optimisation tools to more than 6,000 ships, on behalf of commercial shipowners and charterers.
- Our SSAS management system is designed for CSOs and DPAs that require a system that they can rely on when it is needed most.
- Tug and barge operators and oil & gas majors remotely monitor over 2,000 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
- Oil & gas majors
- Container lines
- Specialised tonnage including reefer ships and heavy lift vessels
- Tug and barge operators
- Third party ship managers
- Cruise ship operators
- Fishing fleets
- 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, alerts and notifications 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 maps and C-Map marine charts
- Industry and custom business zones
- Up to 7-day global weather forecasting
- Alerts and geo-zone notifications
- Export fleet data to Excel or view 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
- Secure tracking

FLEET MANAGEMENT HARDWARE OPTIONS

Pole Star offers a range of hardware options to meet the needs of commercial fleets.

Pole Star is able to integrate Inmarsat-C equipment already installed onboard a ship or supply reliable, dedicated tracking equipment, such as its FM-IDP690.



Inmarsat-C



FM-IDP690

	Inmarsat-C	FM-IDP690
Automatic position reporting	✓	✓
Request immediate position	✓	✓
Dedicated		✓
Secure	✓	✓

MARINE ASSET TRACKER

Marine Asset Tracker (MAT) 2.0 is a user-friendly, cost-effective tracking solution for monitoring fleets of workboats, 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 monitor their entire fleets in a single, global view, while the advanced web-based application provides access to unlimited users anytime, anywhere.



Key features:

- Automatic tracking for continuous vessel monitoring
- Overlay high-risk, political, environmental and operational zones and weather graphics
- Specialised hardware options to meet the unique needs of each asset in a fleet
- Track and manage fleet in one application
- Programmable geo-zones alert the operator when a vessel enters or leaves a safe zone
- Visualise risks and increase situational awareness with interactive maps

MARINE ASSET TRACKER 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-IDP690 is the ideal option for routine tracking. For unpowered assets such as barges, the MAT-GS is powered by 4 x AA lithium batteries and offers 2 years+ regular reporting.



MAT-GS



MAT-IDP690

	MAT-GS	MAT-IDP690
Automatic position reporting	✓	✓
Request immediate position		✓
Internally powered	✓	
Secure	✓	✓

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 reliable and robust DSAS Mk2 meets or exceeds all requirements of the SOLAS regulation XI-2/6 and associated performance standards. Where SSAS hardware already exists onboard, our SSAS management service is able to integrate with almost all SSAS hardware on the market.

With the secure web-based SSAS management 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 Ship Security Alert System
- Control distribution of data to designated recipients
- Install the robust and reliable DSAS Mk2 SSAS
- Integrate other major manufacturers' SSAS hardware
- Secure logins to limit access to only authorised parties
- Use email/SMS/fax for out-of-office notifications
- Manage alerts with the Pole Star Alert app for iOS, Android and BlackBerry



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. 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 directly to MSCHOA and 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.

	 Isat M2M	 Inmarsat-C
Automatic position reporting	✓	✓
Request immediate position	✓	✓
Dedicated	✓	


LRIT CONFORMANCE TEST REPORTS

LRIT Conformance Test Reports (Certificates) are the only acceptable 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 on board 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**  **POLE STAR**
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	

THIS IS TO CERTIFY that the shipborne equipment designated to transmit LRIT information and specified below:


- 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:
 - .1 is of a type approved by the Administration in accordance with the provisions of regulation V/19-1; Yes No
 - .2 is of a type approved by the Administration in accordance with the provisions of regulation IV/14; Yes No
 - .3 has been certified by the Administration as meeting the requirements of IEC 60945 (2002-08) and IEC 60945 Corr.1 (2008-04) on Maritime navigation and radiocommunication equipment and systems – General requirements – Methods of testing and required test results; Yes No
 - .4 has been certified by the Administration as complying with the provisions of regulation XI-2/6; and of resolution MSC.136(76) on Performance standards for a ship security alert system / resolution MSC.147(77) on Adoption of the Revised performance standards for a ship security alert system *; Yes No
(* Delete as appropriate.)
- 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.

The conformance test was satisfactorily completed on

Details of the shipborne equipment used to transmit LRIT information:
(e.g., make, model, serial number and shipborne equipment identifier)

Issued in London, United Kingdom on

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. We operate Data Centres on behalf of 44 flag administrations, monitoring more than 18,000 ships, including those of Panama, Singapore, Liberia, and the Marshall Islands – the largest fleets in the International Maritime Organization’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. We were the first to establish a demonstration National Data Centre during the LRIT prototype stage.

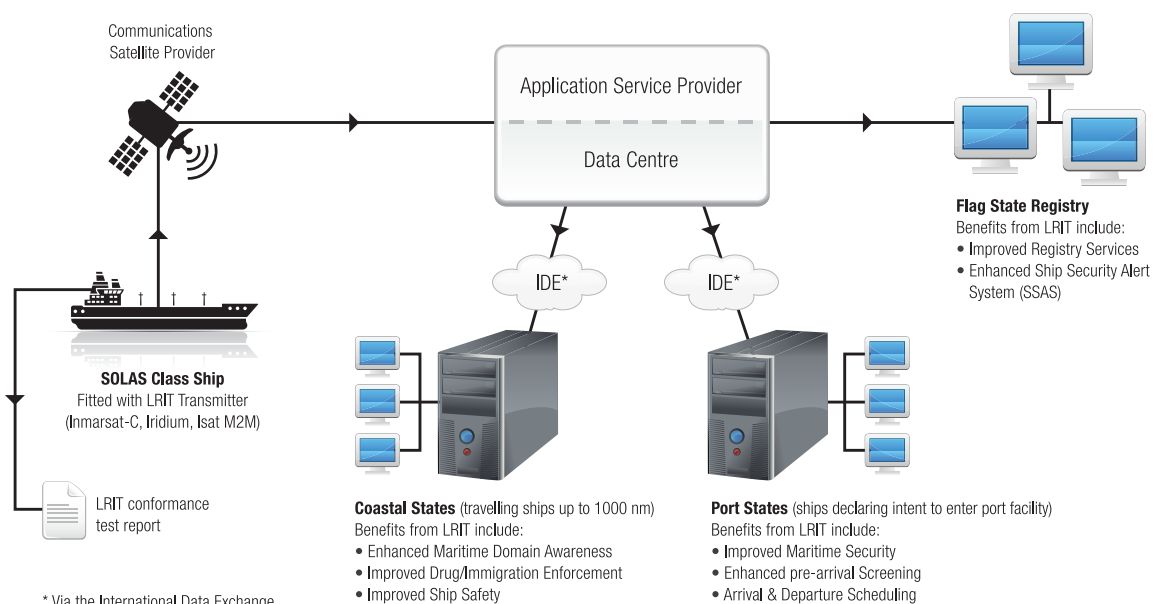
Flags appointing Pole Star as their Data Centre provider will be supported by a professional and committed ASP dedicated to the provision of the most sophisticated and technically advanced schedule of LRIT services. We attend all IMO Maritime Safety Committee meetings and LRIT working groups so we are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



As a result of our unrivalled breadth of experience, we understand 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 18,000 ships monitored
- Sophisticated web-user interface with advanced LRIT and fleet management functions
- 24/7 multilingual support
- 15 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

Fisheries Monitoring Systems were first introduced in the late 1990s in an effort to combat Illegal, Unreported and Unregulated fishing (IUU). The technology is today used in most major fisheries markets worldwide, monitoring an estimated 20,000 - 25,000 fishing vessels.

Pole Star has been active in this market since 1998, and today provides fisheries monitoring services to 45 countries and Regional Fisheries Management Organisations worldwide.

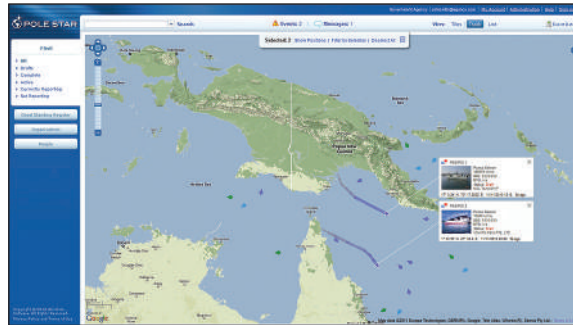
Pole Star offers a full range of fisheries solutions, including:

- Vessel Monitoring Systems (VMS)
- Electronic logbooks (e-Forms)
- Fisheries hardware

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 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.



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 electronic logbook, which provides real-time catch entry with automatic transmission via the VMS.


Globalstar

IsatData Pro

Inmarsat-C

	Globalstar	IsatData Pro	Inmarsat-C
Automatic position reporting	✓	✓	✓
Two-way communications		✓	✓
Electronic forms		✓	✓
Email			✓



RISK MANAGEMENT AND SANCTIONS COMPLIANCE

Sanctions and international regulatory policy grows by the day and no other industry has been affected more than shipping & transportation. The need for organisations with exposures to shipping and cargoes to know and prove who, what and where they are trading with is now essential.

Pole Star's PurpleTRAC was designed in conjunction with banks and commodity trading companies with exposures to shipping and cargoes. The comprehensive solution combines automated screening and compliance status checks with advanced voyage monitoring technology, event alerts and downloadable reports to form the cornerstone of an organisation's sanctions & regulatory compliance programme.

Key benefits:

- Automate and simplify compliance procedures in an easy-to-use web-based solution
- Reveals ships' current and past exposure to risk
- Actively tracks ships on a continuous or voyage-based basis
- Up-to-date record of all users' historical and on-going activities
- Tamper-resistant, auditable and verifiable statement of sanctions compliance activity
- Designed for trade & commodity finance, ship finance, insurance and commodity trading & chartering

PURPLETRAC

In order to mitigate the risk of money laundering and terrorist financing, and avoid the likely criminal, reputational, and commercial damage that would occur as a result of non-compliance, many organisations with exposures to shipping and cargoes are incorporating ship tracking services into their risk management strategies.

Developed to meet the needs of organisations with exposures to shipping and cargoes, Pole Star's PurpleTRAC automates complex risk management and compliance procedures in an easy-to-use web-based solution.



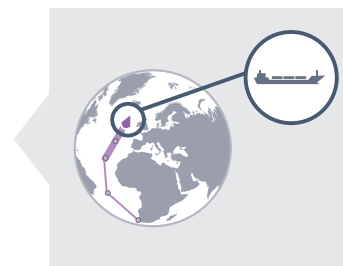
Ship Screening

PurpleTRAC screens ships and their associates against a comprehensive range of economic sanctions lists (including OFAC, EU, UN etc), interrogates the ship's Port State Control inspection records and analyses historical movements to determine if the ship has recently called at a blacklisted port or sanctioned country.



Ship Monitoring

PurpleTRAC actively and securely tracks ships on a long-term (continuous) or short-term (voyage) basis, monitors the ship's movements, detects significant events throughout its voyage and continues to screen it daily against the full range of global economic sanctions lists.



Reports

PurpleTRAC maintains an up-to-date record of all users' historical and on-going activities, providing a tamper-resistant, auditable and verifiable statement of your organisation's geopolitical risk management and sanctions compliance activity.



GLOBAL DISTRIBUTOR NETWORK

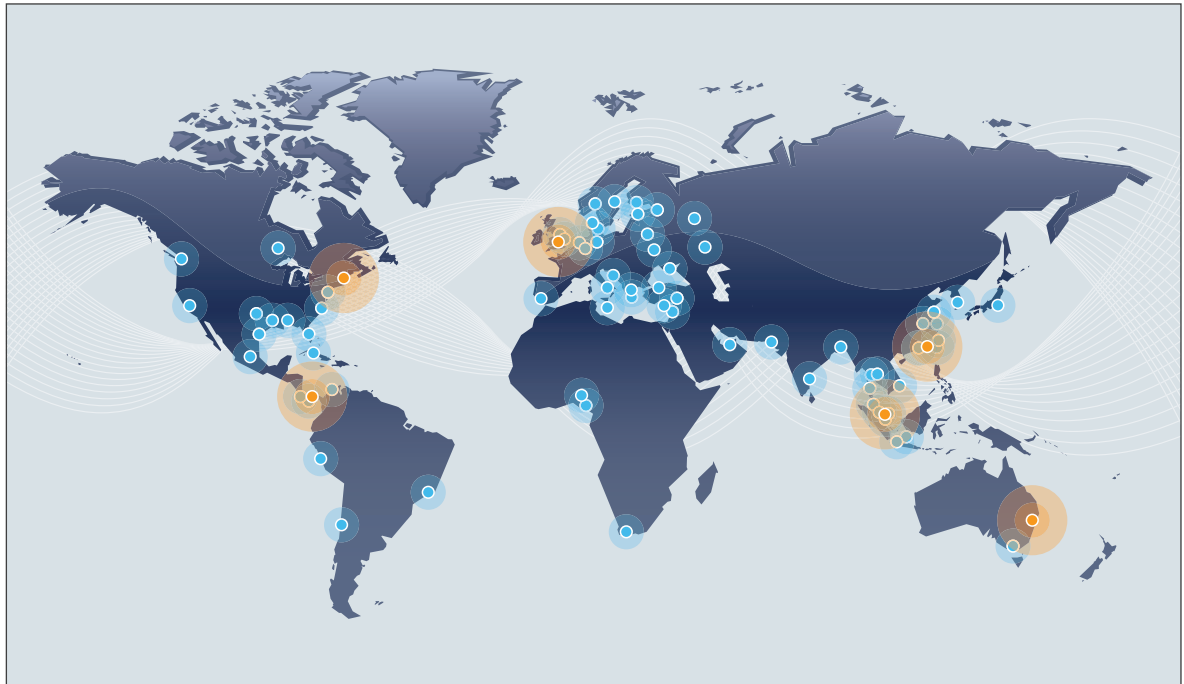
With a distributor at every major shipping centre, in addition to our six international offices, we have a global presence in the market.

Our distributors are selected for their professionalism, technical ability, shared ethos and work ethic. They deliver a high level of service to customers in their own time zone and language. Shipping is a 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 58 distributors and Approved Service Centres can provide spare parts, maintenance and repair services, ensuring 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.

● Pole Star office
 ● Distributor location



SERVING THE BIGGEST NAMES IN THE INDUSTRY

Over 1,100 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 ● ●	Gibraltar ●	Papua New Guinea ● ● ●
Antigua & Barbuda ●	Greece ●	The Philippines ● ● ●
Argentina ●	Guyana ● ●	Poland ●
Australia ● ● ●	Honduras ●	Portugal ●
Bahamas ●	Hong Kong ●	Qatar ● ●
Bahrain ● ●	India ●	Republic of Korea ●
Bangladesh ● ●	Indonesia ● ●	Romania ●
Barbados ●	Ireland ●	Russia ●
Belgium ● ●	Isle of Man ● ●	St. Kitts and Nevis ●
Belize ● ● ●	Italy ● ●	St. Vincent and the Grenadines ● ● ●
Bermuda ● ●	Jamaica ● ●	Samoa ●
Bolivia ● ●	Japan ● ● ●	Saudi Arabia ● ●
Brazil ●	Jordan ● ●	The Seychelles ● ●
British Virgin Islands ●	Kenya ● ●	Sierra Leone ● ●
Brunei Darussalam ● ● ●	Kiribati ●	Singapore ● ●
Canada ● ● ●	Kuwait ● ●	Slovak Republic ●
Cape Verde ● ●	Latvia ●	Slovenia ●
Cayman Islands ● ●	Liberia ● ●	Solomon Islands ●
Chile ●	Lithuania ●	South Africa ● ● ●
China ●	Luxembourg ●	Spain ● ●
Cook Islands ● ● ●	Madeira ●	Sudan ●
Croatia ●	Malaysia ●	Sweden ●
Curacao ●	Maldives ●	Switzerland ●
Cyprus ●	Malta ●	Taiwan ●
Denmark ●	Marshall Islands ● ● ●	Thailand ● ●
Dominica ● ●	Mozambique ● ●	Tokelau ●
Ethiopia ● ●	Myanmar ● ●	Tonga ● ●
Egypt ●	Namibia ● ●	Trinidad and Tobago ● ●
Estonia ●	Nauru ●	Turkey ●
Faroe Islands ● ●	The Netherlands ●	Tuvalu ●
Falkland Islands ●	New Zealand ● ● ●	Ukraine ●
Federated States of Micronesia ●	Nigeria ● ●	United Arab Emirates ● ●
Fiji ●	Niue ●	United Kingdom ● ●
Finland ●	Norway ● ●	United States ●
France ●	Oman ● ●	Uruguay ●
The Gambia ● ●	Pakistan ● ●	Vanuatu ● ●
Germany ● ●	Palau ● ● ●	
Ghana ● ●	Panama ● ●	

* Includes monitoring under regional fisheries management treaties and/or intra-country State agencies.

CUSTOMER SUPPORT & TRAINING

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

Our customer support team offers:

- 24/7 multilingual support: from our teams in London, Hong Kong & Panama
- Phone & email support: We're available 24/7/365
- Self-help: download user guides, installation guides, troubleshooting guides and more.
- Personalised support: our support representatives will teach, train and support you, every step of the way.
- One-to-one training: we offer free one-to-one product training.
- Partner support: our approved partners are Pole Star trained and based in your local area.



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, our technical support team is uniquely qualified to offer specialised support for our systems and customers.

The team monitors the satellite networks and Pole Star's systems via a live monitoring tool that allows technicians to identify and resolve potential issues quickly, thus minimising impact on services to the customer. 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 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 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.



Colin Hook Non-executive Director

Colin 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.



Robert Unsworth Non-executive Director

Robert, 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.

**Julian Longson** Managing Director

Julian is Managing Director and has been with Pole Star since it was founded in 1998, joining the company as Business Development Manager. With a deep knowledge and expert understanding of the satellite earth observation, satellite communications, and associated applications business, his 27-year career has seen him work with international leaders in this field in the UK, US, Canada, and Italy.

In his current role Julian has responsibility for directing and controlling the Company's operations, as well as giving strategic guidance and direction to ensure that the Company achieves its mission and objectives.

He is a graduate of the UK's Cranfield Institute of Technology where he earned an MSc in Applied Remote Sensing, specifically the application of satellite earth observation techniques to environmental modelling.

**Simon Henson** Chief Financial Officer

Simon 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 Aspinal 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.

**John Ramsauer** Director of Global Sales

John 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.

For more information

www.polestarglobal.com
sales@polestarglobal.com

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