

Ocean Crossover

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Aanderaa At A Glance

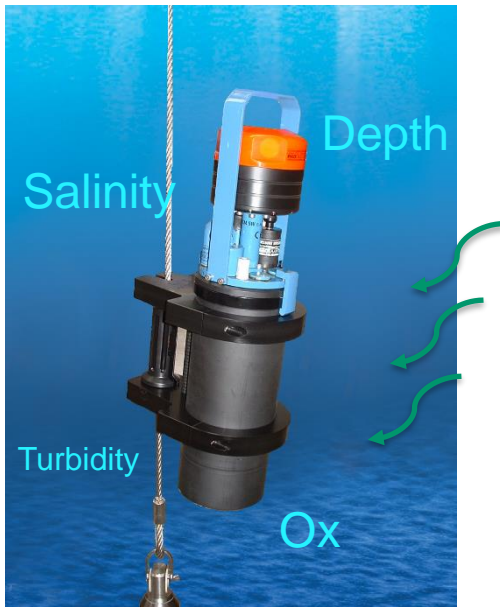


50+ years as supplier of ocean sensors, instruments and systems
Sensor and solution design and manufacture in house
Located in Bergen

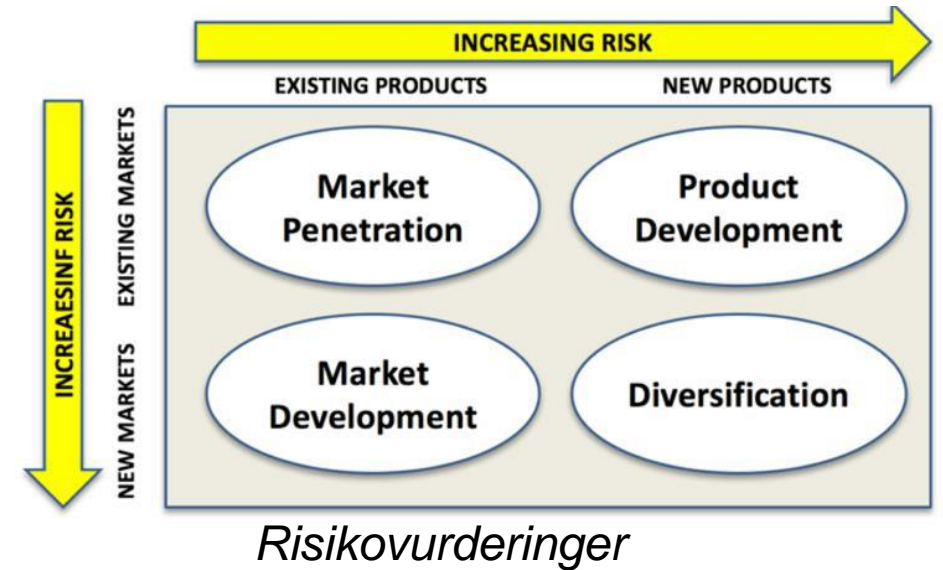
Why Cross Over

Challenges in the markets:

- Downturn in the oil industry
- Ripple effects also in other ocean industries



Metocean survey for O&G



Do we have technology well suited for other markets



Is our competence relevant



What markets have relevant needs

Success Criteria

Understanding your core:

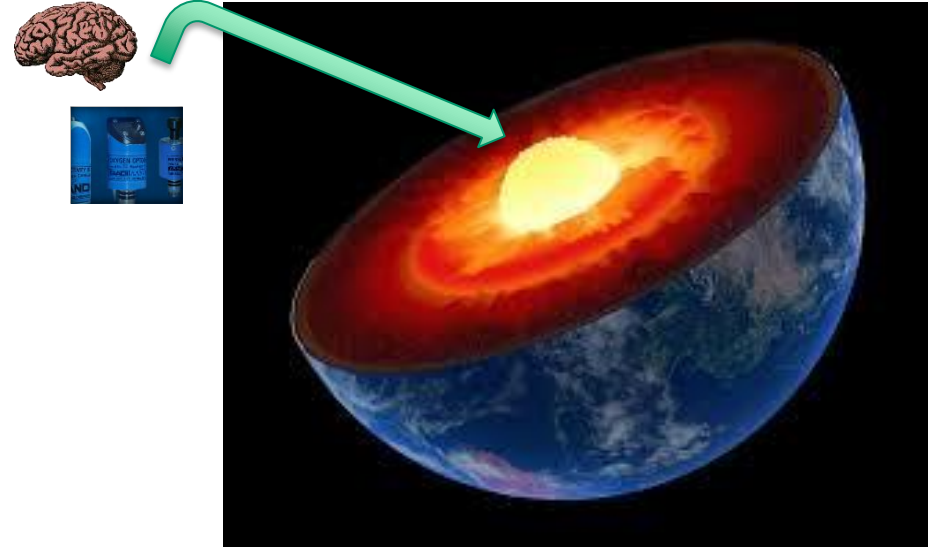
- Technology
- Competency: product - market
- Channels/partners

Dedication of Effort:

- Dedicate personnell
- Set it up as a measurable business

Managing change process:

- Manufacturing
- Marketing
- Sales



Crossing Over to Aquaculture

What characterized the aquaculture market?

- Large growth in aquaculture
- Flattening or decreasing production
- Lice problems
- Efficiency improvements and focus on cost cutting
- Environmental impacts
- Sustainability
- Increasing regulations



Understanding the Value We Could Provide

Problem: increase production

Cause: lice, fish death before harvest, algae, environmental impact - restrictions

Solution: Oxygen, turbidity, provide information on the environmental impact on the fish

Problem: pollution around the site

Cause: dimensioning, not enough water circulation

Solution: site survey: current measurements, environmental monitoring



Understanding the Value We Could Provide

Problem: HSEQ

Cause: risky operations surrounding boat operation, manual operations and other

Solution: understand when the conditions are dangerous, plan around wave and current conditions at site: net cleaning, maintenance, dimensioning

Problem: Efficient feed dispersion

Cause: enough food does not reach fish, fish does not eat food

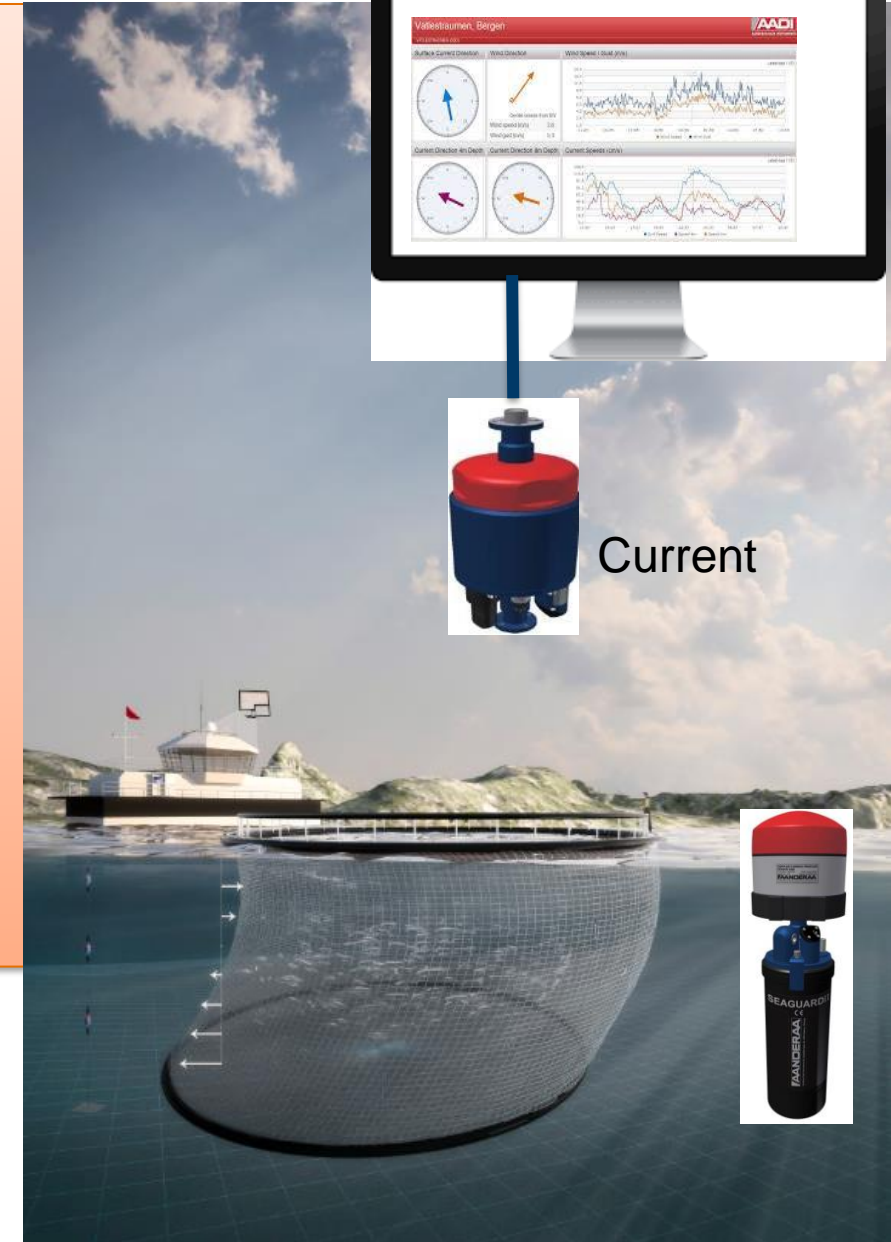
Solutions: Food disappears out of the cage due to too much current, measure current to plan right time and right direction to dispense. Fish is not hungry/well due to low oxygen, measure oxygen to plan right time

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Current



How Did It Go?

- Existing product -> New Market
 - Possible but...
- New Market
 - Challenges in Sales
 - Direct to individual sites
 - Sales via the Main Office
 - Collaborations and partnerships





Thank you!