

Case studies

# Innovative

Link to strategy



Diversify and expand  
commercial business





Units sold to date

**27,000**

Winner of Best Marine Satellite Technology of the Year award



Winner of ESG Impact Innovation Award



Continuous innovation drives our multi award-winning maritime satellite voice solution with tracking and monitoring capabilities, MarineStar, making it the provider of choice for satellite connectivity over the world’s busiest sea routes and fishing hotspots.

### Supporting a critical industry

The global fishing industry is vital to meeting the world’s food supply requirements and is essential in supporting the livelihood of millions of people around the globe. Vast and sometimes dangerous oceans; changing regulation to protect fish stocks; and long periods at sea require increasingly sophisticated, constantly connected communication services, from tracking, monitoring and analytics to SOS reporting.

### Innovating for safety and sustainability

MarineStar’s affordable voice and monitoring solution responded to these many challenges by providing affordable functionality in extreme maritime environments that:

- helps fishing vessel operators comply with ever-evolving international regulations;
- reports, tracks and monitors seafood catches to meet regulatory requirements;
- provides constant voice connectivity that ensures the safety and welfare of fishermen;
- ensures crew are always within easy reach, even in remote locations;
- delivers geofencing that guarantees the safety and security of vessels; and
- facilitates SOS and crew calling

MarineStar is also backed by a local cellular numbering plan and GSM roaming over the Thuraya satellite network, and Yahsat’s nearly 400 roaming agreements in 161 countries. As a result, maritime crews can remain connected on their GSM numbers even when they are outside terrestrial coverage.



### Appreciation from our customers and industry

With more than 27,000 units sold to date, MarineStar has been a global success since its 2019 launch. And in 2022, MarineStar won the Best Marine Satellite Technology of the Year award at Middle East Technology Excellence Awards and Mobile Satellite Users Association’s ESG Impact Innovation Award in recognition of its technology, and its impact on global maritime safety and fishing sustainability.

Case studies

# Unwavering

Link to strategy



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Total installations to date

**1,000**

Total installations expected by 2023

**4,500**

Our global satellite footprint and market-leading solutions play a vital role in helping communities around the world that lack reliable connectivity. Our unwavering commitment to being a responsible corporate citizen by using our network and solutions to assist those in need encouraged our partnership in Zimbabwe to deliver education via our broadband services.

### Connecting the next billion

While many parts of the world have become increasingly connected via superior technology that enables access to almost any service and product at a click, others still lack adequate and reliable communications infrastructure. This has severely curtailed socioeconomic progress in some countries, such as the sub-Saharan nation of Zimbabwe, which has struggled with poor connectivity that has affected the provision of education.

### Unwavering support for education

Yahsat is applying its extensive networks and portfolio of solutions to helping Zimbabwe improve broadband infrastructure for critical services. Our satellite broadband subsidiary, YahClick, partnered with ZARNet, Zimbabwe's statutory ICT authority, to provide reliable and sustainable internet to the country's education, healthcare and government sectors on a cost-recovery basis. The service partnership was signed in 2021 with the work beginning on the project in mid-2022.

Under the agreement, YahClick will roll out broadband unlimited service to 4,500 sites as part of the three-year contract, and given the effectiveness of the service and its importance to the Zimbabwean government, there are plans to fast-track the completion of all 4,500 installations by the end of 2023. As at the end of 2022, 1,000 sites had already been enabled with high throughout satellite broadband.

### Connecting the future of Africa

YahClick provides high-speed, reliable broadband connectivity, which is a key facilitator of economic and social progress for African nations, particularly when applied to connecting schools with reliable internet and students to the world.

Once fully installed at the 4,500 sites under our mandate, our broadband service will support better education access for more than one million Zimbabwean students and bring its schools in line with global standards.

## Case studies

# Ambitious

Link to strategy



Invest and partner  
to diversify and grow



communications Company  
information which is proprietary and confidential. Any other information otherwise explicitly stated.



Global IoT market growth<sup>1</sup>

**22%**

Projected IoT market size<sup>1</sup>

**US\$ 525b**

Expected Satellite IoT revenue<sup>2</sup>

**US\$ 6b**

<sup>1</sup> In next five years.

<sup>2</sup> Cumulative over next five years.

In line with our ambition to become a leading international Internet of Things (IoT) player with a disruptive, direct-to-satellite service, Yahsat invested in eSAT Global. The resulting partnership is a critical step in establishing our presence in a high-growth sector to deliver low-cost, low-latency, global IoT services to customers across our footprint.

### Accelerating connectivity

As technology permeates every aspect of our businesses and lives, billions of physical objects – “things” – are being embedded with sensors, software and other technologies to connect and exchange data with other devices and systems.

In the next five years, the global IoT market is expected to grow 22% on a compounded annual basis to US\$ 525 billion, with the satellite-related IoT industry expected to generate US\$ 6 billion over the same period.

### Building strength for the future

The synergistic opportunities in the rapidly expanding IoT market motivated Yahsat’s acquisition of a minority interest in eSAT Global, laying the foundations to launch a commercial IoT business in 2023.

Through our partnership, Yahsat will access eSAT’s patented proprietary technology for cost-effective IOT/M2M services, enabling us to scale low data rate (LDR) services over our satellites. This gives us an immediate, competitive presence in a high-growth industry, with a market-leading offering in terms of:

- Lowest cost
- Smallest size, weight and power requirement
- Highest capacity
- More robust services

### Disrupting the IoT space

Yahsat and eSAT will also jointly develop a next-generation commercial IoT platform to host low-cost, low-power devices. The platform will use Thuraya’s Mobile Satellite Services assets and offer customers a global IoT portfolio across the 150 countries where we operate.

Thuraya’s service partners will be able to offer critical IoT support in smart agriculture, live-stock tracking, environmental monitoring, container and cold-chain tracking, and other segments. Looking further ahead, the new platform will rapidly advance our ambition to deploy sensor networks in regions where current communications are unavailable or too expensive.