



PRIMAR Sales & Distributor Development

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Operated by the Norwegian Hydrographic Service

FREEDOM TO CHOOSE

PRIMAR DISTRIBUTOR NETWORK

Adveto	ARI	Binconet	CAIM	CTC	ChartCo Ltd	ChartWorld
Navico Norway	Datema	DMC	Enamor	ERNC	Furuno FI	Furuno PL
Geomod	GNS	GMS Elektronik	Hispano Radio Maritima	Hydro Charting	Weilbach	IIC Technologies
iXBlue	John Nurminen Marine	KJ Engineering Co.	Marine Press	Marine Technologies	Maritime Services	Nautisk
Navico	Navico Norway	Navsim Poland	Navtor	Navtor Nautic	PC Maritime	UKHO
Rose Point Navigation	ScanNav	SeaTech	Shore2ship	Thalos	THEMYS	Thitronik Marine
Tianjin Yangfan	TNL Greece	Trelleborg Marine Systems	Prime	Marel Electronics	WNL Marine Electronics	

PRIMAR distributor network

- Worldwide distributor network of 48 distributors.
 - 4 SENC distributors
 - 5 Qualified distributors
 - 11 PAYS distributors
- New distributors:
 - Furuno Polska (Poland)
 - GMS Elektronik VE (Turkey)
 - KJ Engineering Co. Ltd. (Korea)
 - Thitronik Marine GmbH & Co. KG (Germany)
 - IIC Technologies (India)
 - Maritime Services Ltd (Canada)



**TOP 10 PRIMAR
DISTRIBUTORS**

Adveto

ChartCo

Marine Press

Navico Norway (C-Map)

Datema

Shore2ship

Themys

Navtor

ChartWorld

UKHO



Sales

Development

Facts & Figures



PRIMAR Sales Development



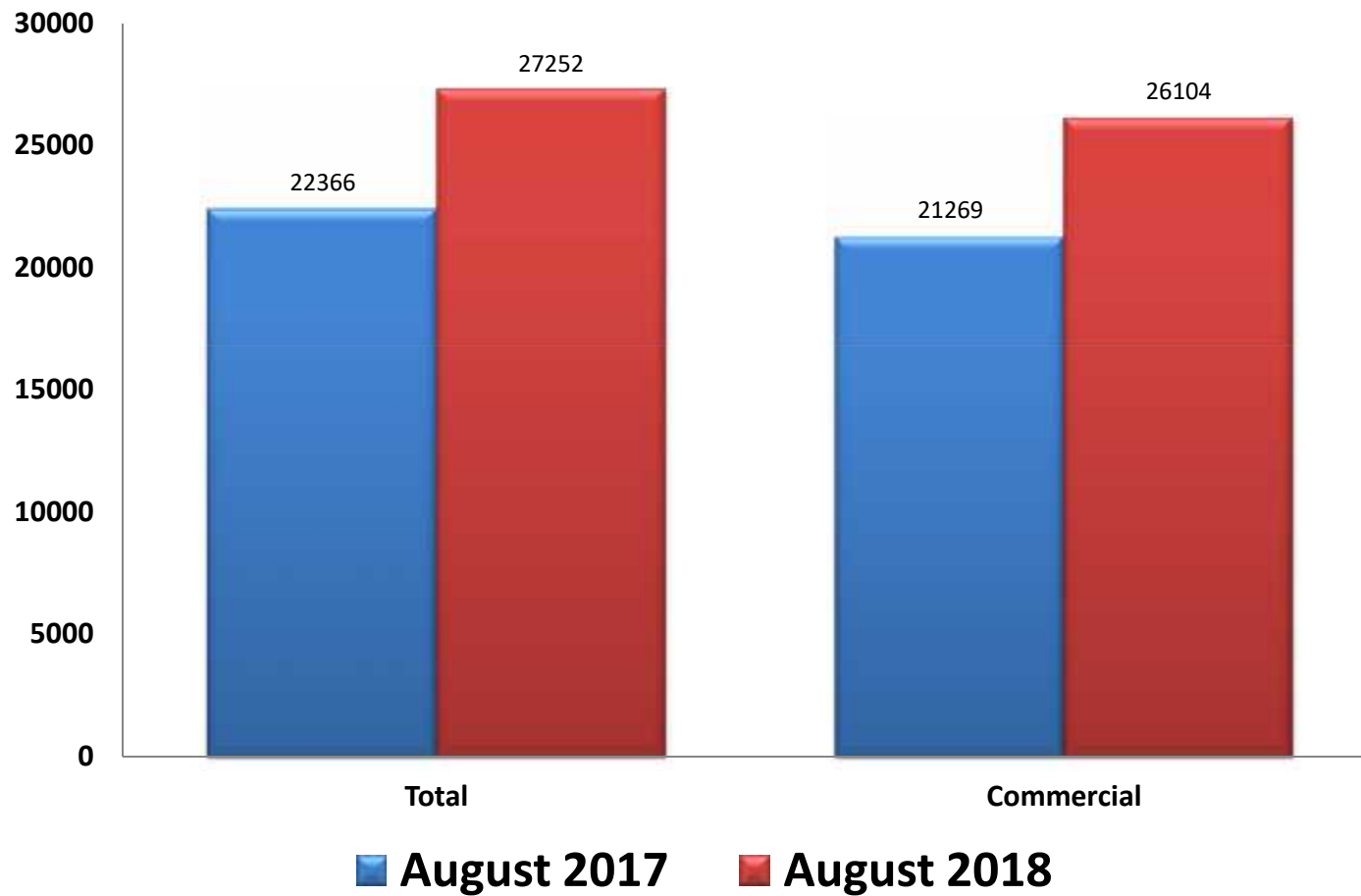
2017:
Increase of 10%
in USD

2018:
Increase of 19%
in USD (so far)



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Number of vessels using PRIMAR ENC's



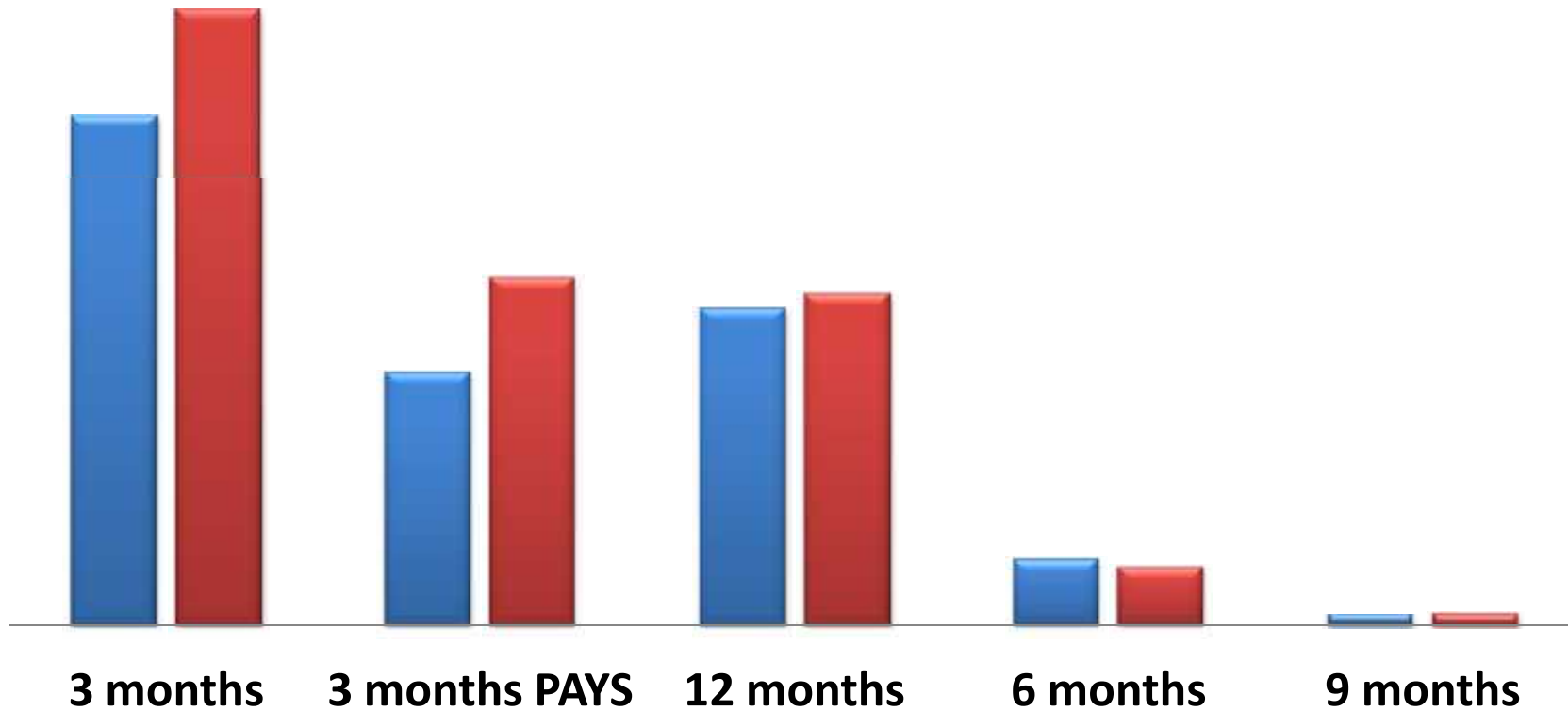
2017:
17% increase

2018:
22% increase
(so far)



PRIMAR Licensing Development

■ Total 2017 per Aug. ■ Total 2018 per Aug.





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PRIMAR Distributor Survey



Distributor Survey

- Distributors are very satisfied with PRIMARs customer service. The customer service achieves especially high ratings on «PRIMAR product knowledge».
- Open-ended feedback from distributors is generally very good when it comes to collaboration with PRIMAR,



Distributor Survey

- Understanding of distributors market is the area that offers greatest potential for improvement.
 - PRIMAR Web Chart Service
 - Other products? Digital Publications



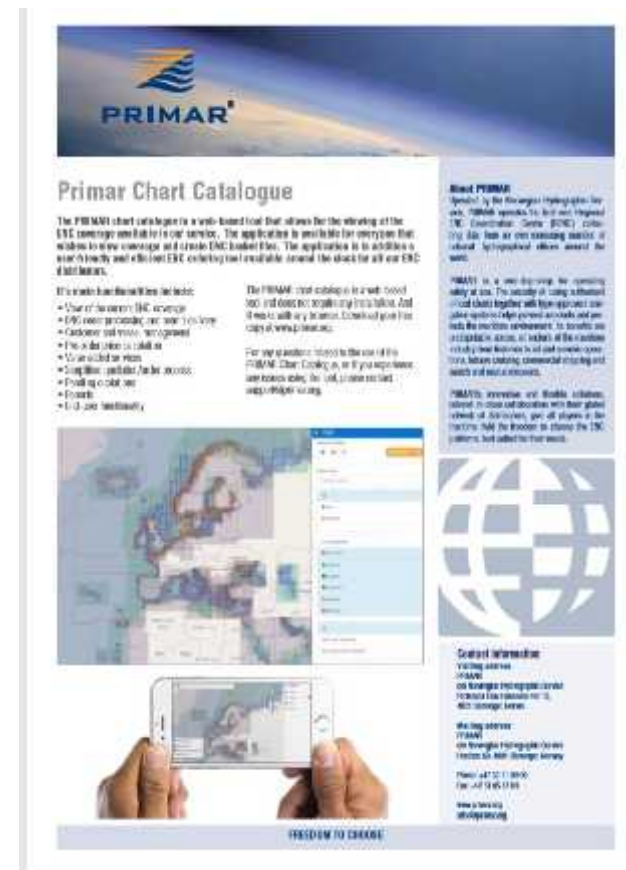


Summary

- Overall satisfaction with PRIMAR is high among its distributors and in line with previous years.
- Among its distributors, PRIMAR compares very favorably to other competitors on most areas measured apart from «coverage».
- There is room to improve level of familiarity with most of the services offered by PRIMAR.
- Distributors identify PRIMAR Business to Business as the service with the most promising growth opportunities.

New web-based chart catalogue

- To transfer the PRIMAR Chart Catalog to a more customized and modern web-based technology platform. This to provide a better user experience than the previous version, increased flexibility and efficiency in the use of the tool as a channel for ENC products and services.
- The new web-based chart catalogue was launched 12 March 2018.





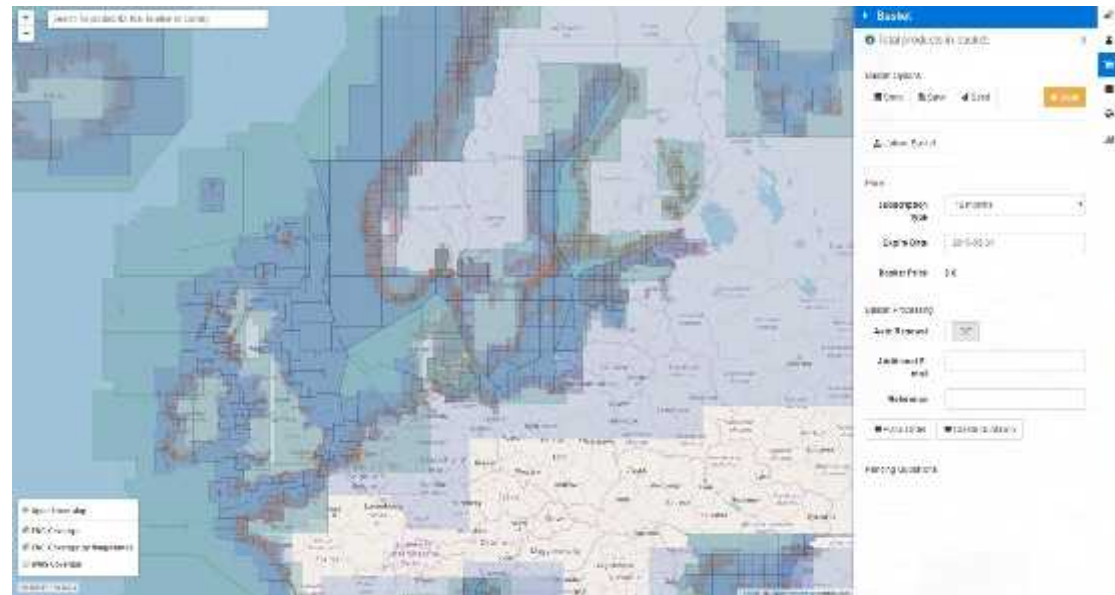
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Feedback on the chart catalogue

“The new chart catalogue is unfamiliar but it is easy to get into the new choices and features. We can see that the functionality has improved.”

“Just wanted to say that it looks really good and works very well and responsive:)”

“We need this! What are your conditions for licensing the online catalogue?”



Feedback on ENC coverage

ENC coverage is still the area that needs most focus according to the distributors.

The improvements that PRIMAR have made in terms of coverage in Asia have had a positive impact on the distributor's ability to sell PRIMAR ENC.

The number of ENCs in the PRIMAR database per 1st of September is 16678.



A wide-angle photograph of a sunset over the ocean. The sky is filled with a dense layer of small, white, textured clouds that catch the light of the setting sun, creating a shimmering effect. The sun is low on the horizon, casting a bright orange and yellow glow across the sky and reflecting on the water's surface. A small, dark boat is visible on the water in the lower-left quadrant, moving away from the viewer. The overall scene is serene and beautiful.

Thank you for your attention