



New logo - the commercial satellite communication division of Airbus Defence and Space is re-branded as Marlink.

Feb 25, 2016 16:30 GMT

Marlink: Rebrands as the Global Pioneer in Business Critical Communications

Consolidating all business under the new Marlink identity, serving commercial maritime and land customers through indirect and direct sales channels

Paris, Oslo, 25 February 2016 – The commercial satellite communication division of Airbus Defence and Space is re-branded as Marlink. From today, all maritime and enterprise satcom activities will be grouped under this brand.

Marlink will pioneer highly reliable, flexible and future-proof business critical

communication solutions for maritime and land customers through its established direct and indirect sales channels. Marlink will deploy a segment-based approach, ensuring expert focus, best-fit connectivity technology and solutions for its maritime customers in Shipping, Offshore, Oil & Gas, Cruise & Ferry, Yachting and Fishing, as well as for its land-based enterprise customers in the Humanitarian & NGO, Energy (O&G, Mining, Utilities) and Events & Media segments.

With a market segment focus, Marlink will further accelerate innovation within its unmatched portfolio of multi-band satcom and digital solutions, including VSAT (Ku-, Ka-, C-band), MSS (L-Band), M2M and its value-added-services that are already established as industry standards, such as the XChange service delivery platform or the SkyFile software suite.

As Marlink, the company combines its experience and industry expertise, global network infrastructure and customer support operations as well as technology partnerships to build digital network solutions and run them as a managed service for customers. Marlink will continue working closely with partners globally to deliver satcom-enabled solutions that optimise the performance of customers' assets and operations in remote environments.

"We are renewing as Marlink at a very exciting time in our industry. Marlink will create value for our customers and partners by interconnecting the world to their remote businesses. Marlink will leverage our decades of experience to continue developing cutting-edge digital communication solutions both in-house and with our extensive, long-term satellite industry partners," said Erik Ceuppens, CEO of new Marlink. *"Our portfolio will be delivered to maritime and enterprise users directly, as well as through our well-established global distribution channel."*

The look & feel of the new Marlink brand identity has been completely overhauled to mark a fresh start. The new visual identity will help Marlink to differentiate itself in the market and to further strengthen and unite as one global team around a single identity to serve its customers globally even better. Please visit www.marlink.com to find out more.

Ends

For further information, please contact:

Knut Natvig, Marlink

T: +47 48 030 911

E: knut.natvig@marlink.com

www.marlink.com

About Marlink

Marlink is an Airbus Defence and Space company. In December 2015, Airbus Group signed with French private equity firm, Apax Partners, a share purchase agreement (SPA) for the sale of 100% of the share capital of the legal entities comprising the commercial satellite communication business (now re-branded as Marlink). The final closing of the transaction – subject to regulatory approvals – is expected to take place in the next months.

Marlink is the pioneer of business critical communication solutions for customers operating in remote environments. With 600 employees and 27 offices worldwide, the company is the largest technology-independent satellite communication and digital solutions provider serving the maritime and enterprise markets. Marlink's multi-band communication services covering Ku, Ka, C and L-band extended with mobile and terrestrial links, enable over 200,000 customers to operate in an ever smarter, safer and more profitable way.

With over 75 years' experience in developing innovative business critical communication solutions, Marlink's strategy is to deliver the benefits of a digital and connected world to its customers' remote operations. Today Marlink is the leading maritime communication and VSAT operator in the world. Marlink leverages strong partnerships with all major satellite network operators to deliver communication solutions direct to the customer and via an unrivalled network of service provider partners.www.marlink.com