

PRESS RELEASE

MEYER start-up ALFRED Maritime digitalizes shipbuilding and ship operation

- **Developments for digitalization of shipyards and ships to make shipbuilding and ship operation climate neutral**
- **Team to grow further with Artificial Intelligence experts**

Hamburg/Papenburg, March 7 2022 – MEYER Group's goal is green shipping and green shipbuilding. Digitalization and Industry 4.0 are also part of these initiatives. Therefore, the MEYER Group has already founded the start-up ALFRED Maritime in 2019 as a think tank for the digitalization topics of the MEYER Group. Now the young company is embarking on a growth course. ALFRED Maritime's mission is to ensure that ships are not only built as energy-efficiently as possible, but also operated as sustainable as possible.

"Three years ago we founded ALFRED Maritime to drive digitalization onboard of our ships. Our team of specialists is outstanding since it combines the capabilities in the fields of Internet of Things and Artificial Intelligence with the shipyard's domain knowledge on cruise ships. In that sense it is a very unique team that is developing data-driven solutions for CO2 reduction on the ship. As a family company we are thinking long term and are preparing for the future. We are now at the point where we will soon introduce first products." says Dr. Paul Meyer, CEO of ALFRED Maritime and Chief Information Officer of MEYER Group.

Based in Hamburg, ALFRED Maritime operates as an agile team within MEYER Group with its three shipyards in Germany and Finland. MEYER Group's goal is to develop shipbuilding and ship operations with innovative solutions towards climate neutrality. "We are a start-up and operate as such, but we have a strong group with the entire MEYER Group that is respected and successful on the global market," Meyer continued.

An important building block here is the benefits of digitalization: thanks to ALFRED Maritime, data can be made usable for the reduction of energy consumption as well as decarbonization of ship operations and even improve the customer experience of passengers. In this mission, ALFRED Maritime works as a team of "Data Butlers" to support shipyards and ship owners.

"The future of shipbuilding is green. This also requires intelligent IT systems to continuously improve the overall ship product on our pathway to carbon free shipping," says Malte Poelmann, Chief Technology Officer of MEYER Group.

For more information please visit <https://alfred-maritime.com>.