

WISERISE BUSINESS INTRODUCTION

www.wiserisemarine.com

WISERISE MARINE PTE. LTD.

—
2024

Content and Duration of this Presentation

Estimated duration: 30 to 40 minutes



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Introduction to WISERISE Company

Introduction to WISERISE Business

**Procurement Challenges:
A Collaborative Approach**

**Partnership with Safety Equipment
Manufacturers**

**Collaboration with Fire and Life
Safety Inspection Service Providers**

**Maritime Category Procurement
Platform: Wellerman**

**WISERISE Proprietary Systems and
Project Overview**

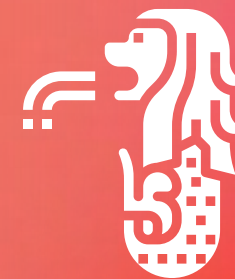
Listening to Your Valuable Feedback

Introduction to WISERISE Company



Shanghai WISERISE Ship Management Co., Ltd

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2018

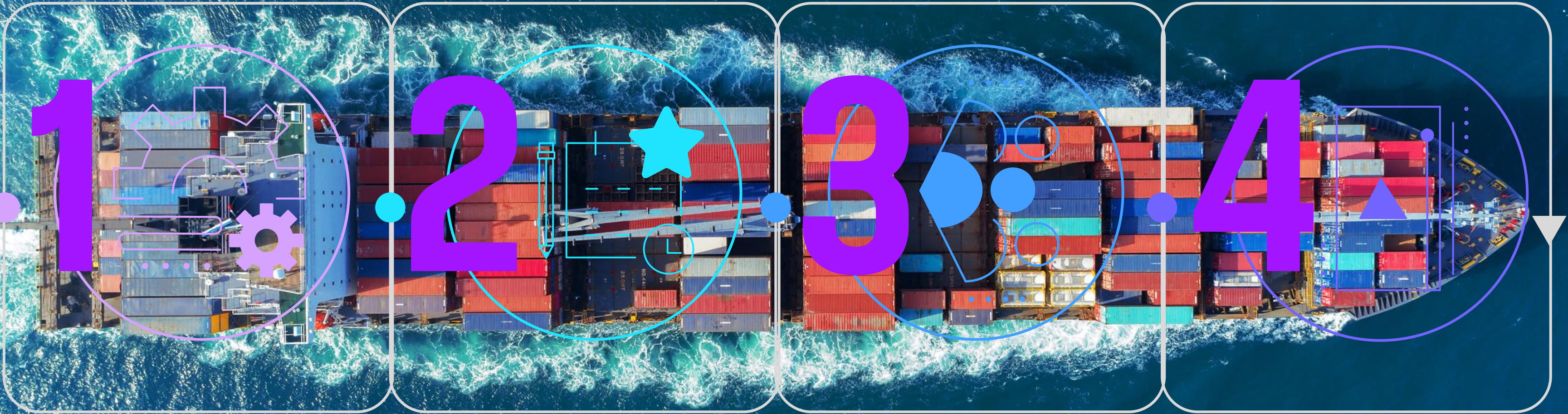
2021

WISERISE Market Positioning

Maritime After-Sales Service Market - Spare Parts Procurement Platform



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Self-Operated Warehouse

Self-operated warehouses have been established in both Shanghai and Singapore, equipped with safety inventories. Internal systems are implemented to enable real-time inventory movements and updates on stock levels.

Import and Export Customs Clearance Qualifications

WISERISE obtained independent import and export customs clearance qualifications in 2021, as well as a hazardous goods management permit. Through a broad network of port agents and logistics, we can arrange one-stop ship delivery services for our clients

Cross-Border Procurement

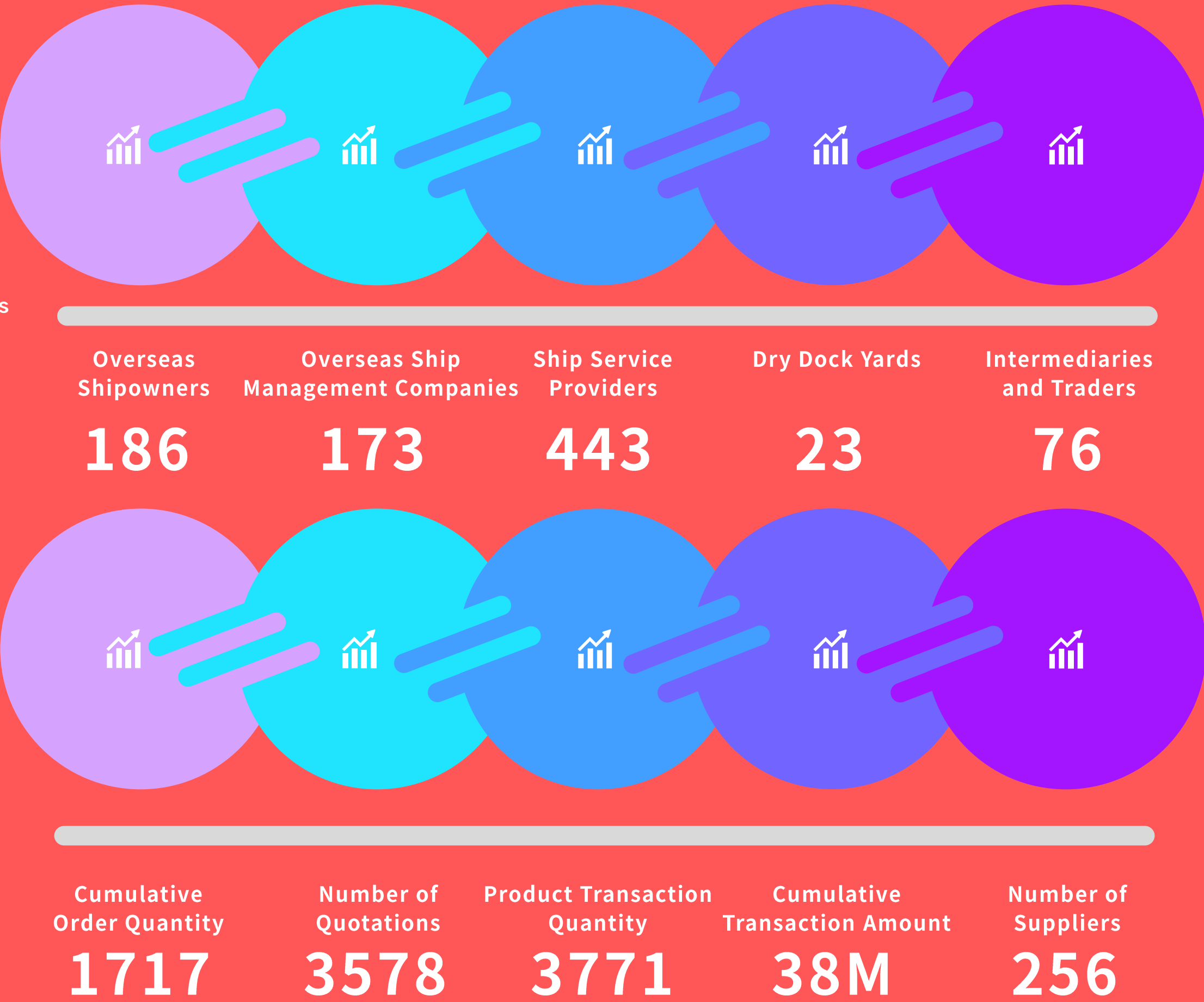
Purchasing from two locations, handling customs clearance independently, and reducing operational and logistical costs for clients through centralized purchasing. Supports transactions in multiple currencies including USD, SGD, EUR, RMB, GBP, and HKD

Information Management Platform

WISERISE has established an information management system for suppliers and customers, continuously optimizing and integrating products and supply chains internally.

Customer Base and Transaction Volume in the Maritime After-Sales Service Market

WISERISE current system registered customers: *** as of May 2024



Procurement Challenges- A Collaborative Approach

Maritime Safety Spare Parts After-Sales Service Market



Brand Complexity

- Brand Acquisitions and Mergers
- Product Model Discontinuations and Replacements
- Real-Time Changes in Manufacturer Design Standards



Urgency of Needs

- Insufficient Inventory and Long Lead Times from Original Manufacturers and Brand Owners
- Urgency of Ship and Crew Safety Needs
- Risk of Ship Detention



Standards Complexity

- Differing Interpretations of Conventions by Flag States and Classification Societies
- Varying Requirements of International Port Inspections
- Continuously Updated IMO Regulation

Partnership with Safety Equipment Manufacturers

Maritime Safety Spare Parts After-Sales Service Market



Collaboration with Fire and Life Safety Inspection Service Providers

Compliance Services with Spare Parts Supply Assurance

Market

Reinforced by WISERISE

- Localized management has led to customer attrition for service providers.
- Expanding into overseas markets poses challenges.
- Gaps in service coverage exist, leaving some regions untouched.
- There is a pressing need to enhance project refurbishment and engineering technical support.

Qualifications

Service station's own qualifications

Service station employees must hold professional certificates, understand service systems deeply, be certified by classification societies, undergo official manufacturer training, and obtain national operational permits to ensure excellent service quality

Spare parts supply assurance

Reinforced by WISERISE

We possess deep knowledge of system attachments and aim to build a diverse procurement network, incorporating various reputable brands of firefighting and life-saving equipment and accessories.

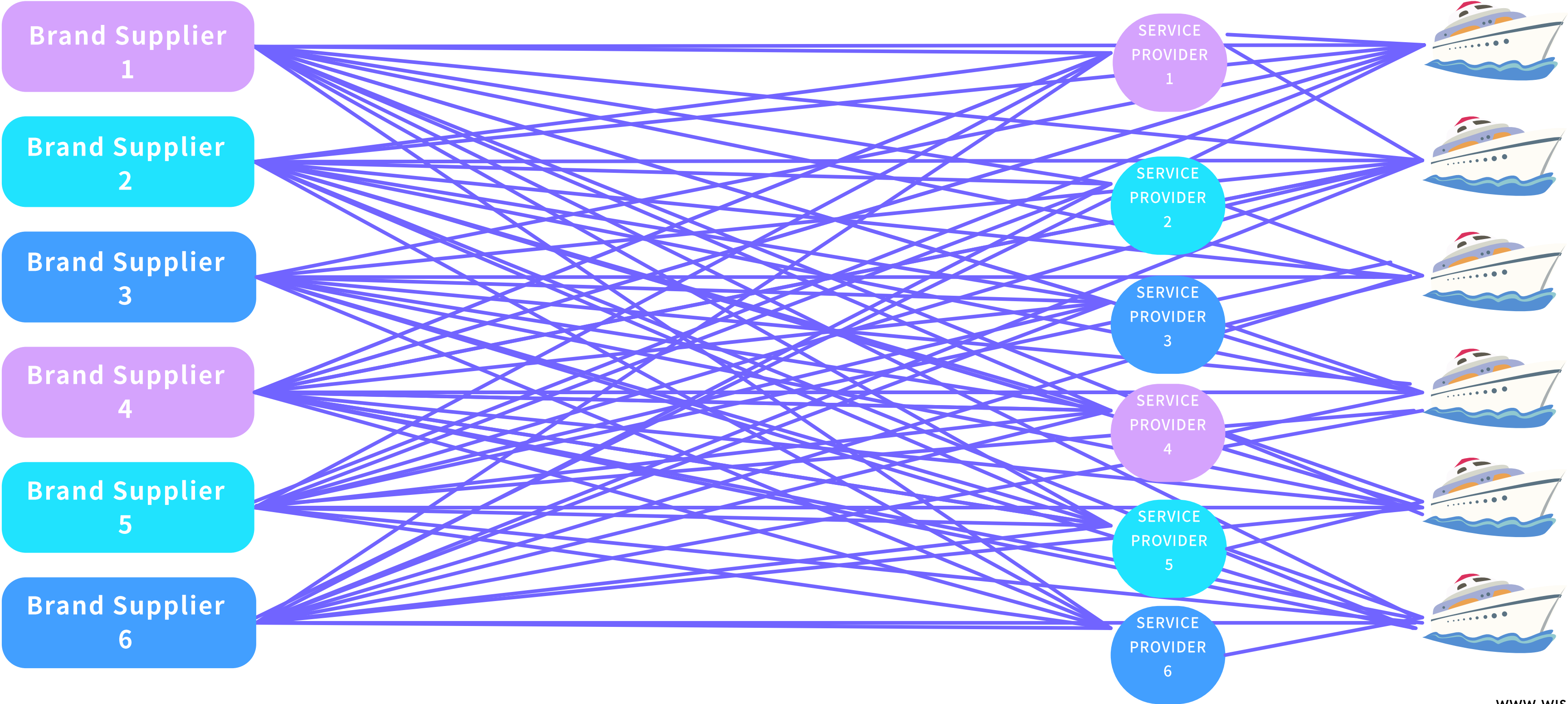


- Issue of insufficient self-owned spare parts inventory in the after-sales service market.
- Discrepancies between after-sales service assurance and shipowner procurement structure.

- Escalating operational costs.
- Compliance assurance in product selection cannot be guaranteed.
 - Increasing proportion of ad-hoc emergency purchases.
 - Unplanned procurement demands.

- Unpredictable market demand.
- Individual spare parts inventory configuration cannot meet temporary inspection requirements.

- Increased supplier management difficulty due to route changes.
- Risks of vessel detention.

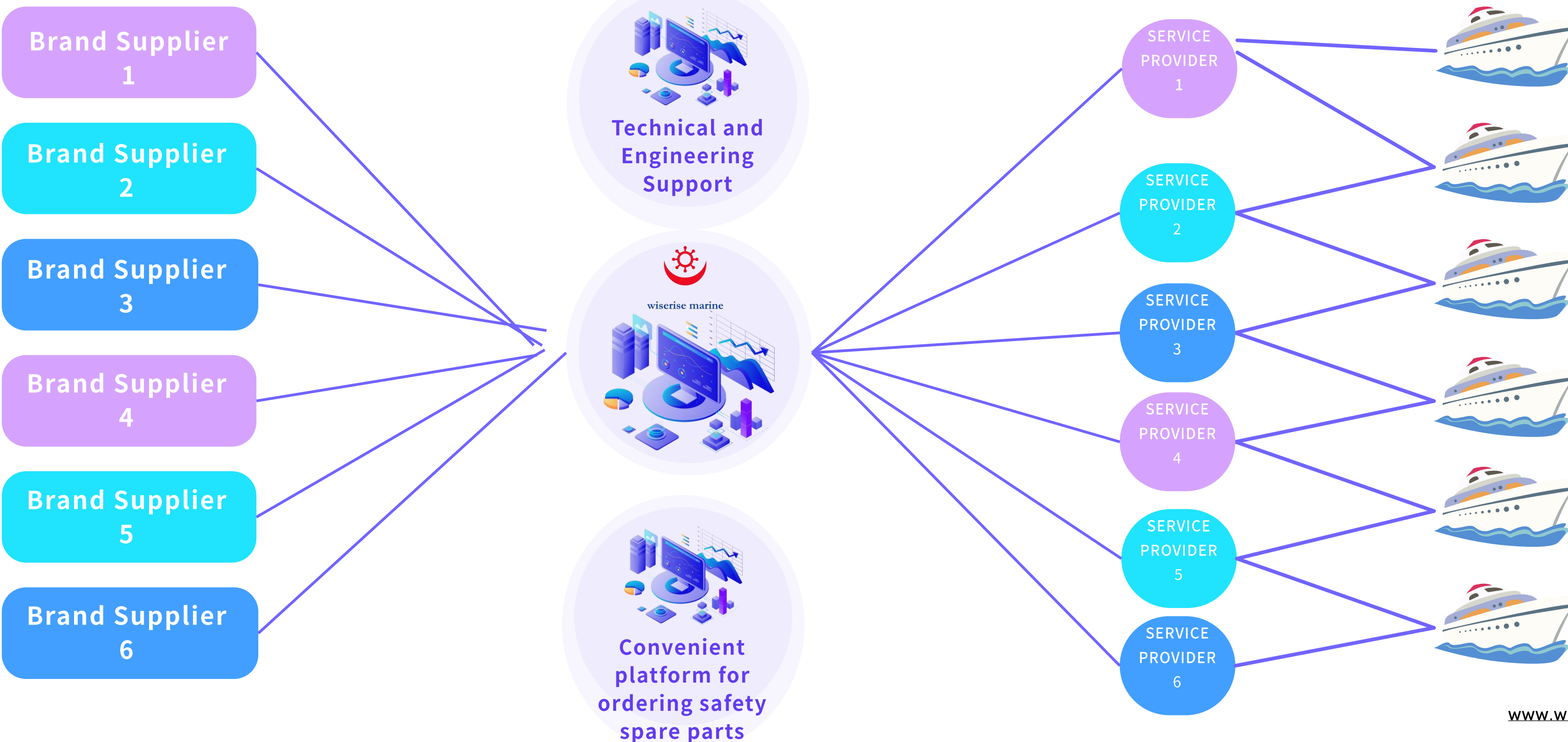


Transforming passive inquiries into systematic proactive promotion. Converting sporadic emergency inquiries into planned bulk purchases.

Configuring one-to-many spare parts safety stock.
Original manufacturer assurance.
Technical options and compliance assurance.

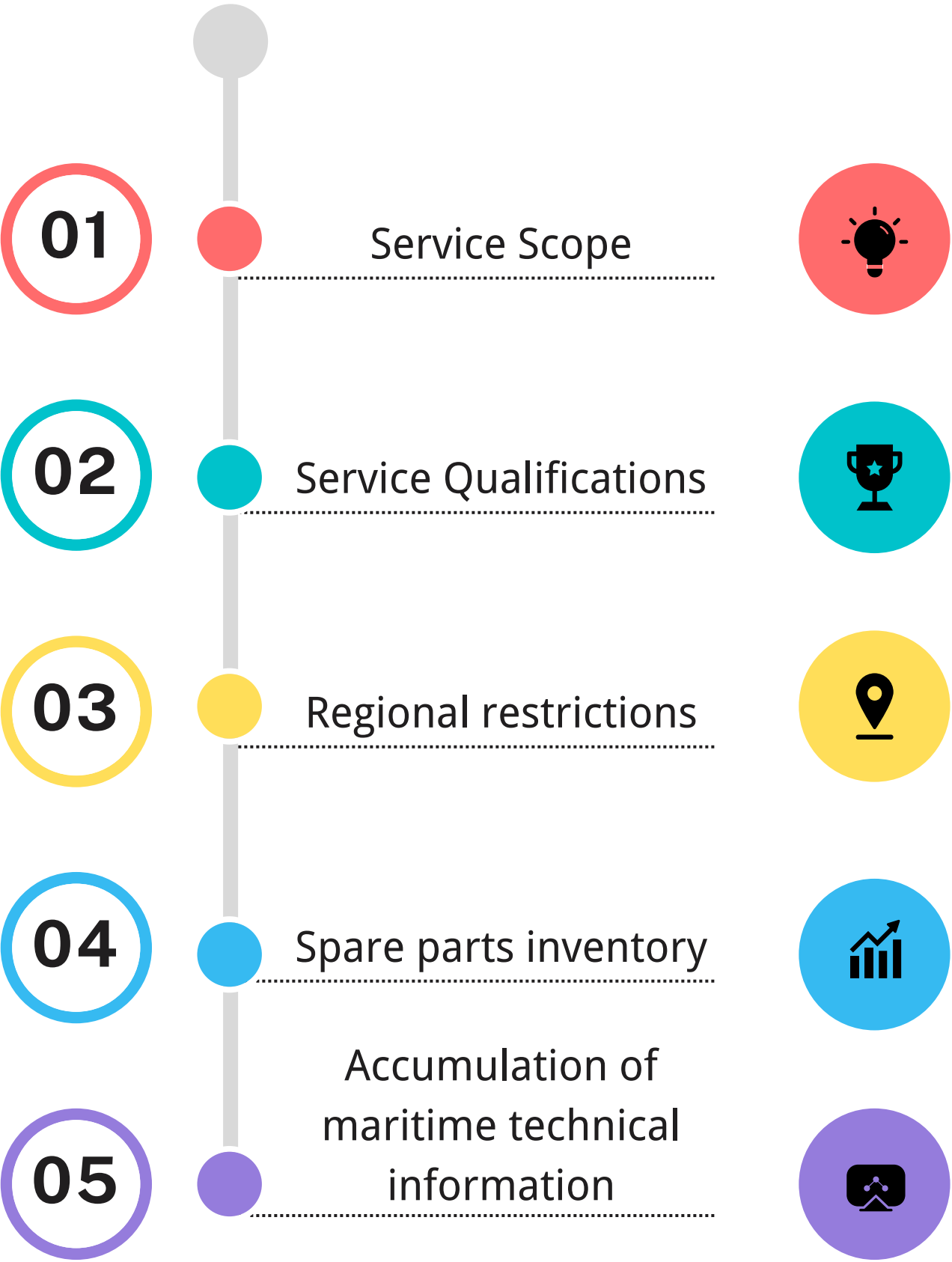
Worry-free service.

Information statistics and maintenance of ship fire and rescue systems.



Robust assurance for fleet safety needs.

Addressing disparities and ensuring compliance in deliveries to shipowners.



Accumulated experience in the field of ship spare parts and materials in China since 2021.

Accumulated Specialized Sales Campaigns



Draeger Personal Gas Detectors



Gas Detection Tubes、Draeger、Gastec



Oil Spill Recovery Kit & Equipment



Oxygen-Acetylene System & Spare Parts



TYCO Full Range Fire Alarm Spare Parts



Oceanco EEBD 15-Year Maintenance Service



Marine Refrigerants Export Quotas



Customized Calibration Gases Rapid Delivery



Marine Medical Oxygen System & Spare Parts



Fire System Spare Parts Multi-category, Multi-brand



FFA/LSA Loose Equipment



Customized coverall FR Anti-static



Marine Foam Monitor /MED Certification



On-site Tools Direct Export



Safety Technical Service FFS/LSA/FFA



Maritime Personal Protective (PPE)

Maritime Category Procurement Platform: Wellerman



**"LAUNCHING IN 2024, THE ONLINE MARITIME
PROCUREMENT PLATFORM 'WELLERMAN'**

[HTTPS://SHOP.WISERISEMARINE.COM](https://shop.wiserisemarine.com)

Characteristics of the WELLERMAN Sales Platform

Platform Advantages



A white icon of a bar chart with an upward-pointing arrow, set against a red background.

Precise and Comprehensive Product Dimension

- Efficiently search for needed spare parts through 2-level classification and tag searches.
- Built-in search engine for product dimension with parameter adjustments or keyword searches.
- Centralized download center for product descriptions, technical parameters, and samples.

A white icon of a trophy with a star, set against a yellow background.

Similar Product Recommendations

- Recommend similar products based on the products selected by the customer.

A white icon of four squares arranged in a 2x2 grid, set against a teal background.

Personalized Recommendations

- Display different product price channels based on customer segmentation.
- Display transactions in different currencies based on customer geography.

A white icon of a person, set against a purple background.

User Interface Maintenance

- Users can set multiple shipping and billing addresses and establish default options.
- Users can monitor order status at any time in the backend and have access to an exclusive product information download center.

A white icon of a location pin, set against an orange background.

Clear Market Positioning

- Maritime Procurement Platform from China

A white icon of a pie chart, set against a blue background.

Support for Multiple Payment Methods

- Support for online payments via VISA, MASTERCARD, PAYPAL, WECHAT, ALIPAY.
- Support for offline bank transfers.

Maritime Category Procurement Platform: Wellerman



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Export channels for domestic firefighting and personal life-saving equipment

WISERISE Proprietary Systems and Project Overview

With abundant spare parts reserves and comprehensive technical solutions, we are fully committed to meeting the urgent demands of the after-sales market.



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WISERSIE AC/OX SYSTEM



WISERISE MEDOX SYSTEM



WISERISE Customized Calibration gases



Water Mist System Retrofit.



CO2 System Retrofit



TYCO Fire Alarm System Retrofit



WISERISE Distributed gas leverage system

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WISERSIE Water spray system



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WISERISE water mist system



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WISERISE Novec 1230

WISERISE helicopter platform
foam station



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WISERISE Low Expansion
Foam System

ABOUT US

China's shipbuilding sector has witnessed exponential growth over recent decades, catapulting Chinese marine suppliers into a phase of dynamic evolution. These suppliers exemplify a steadfast commitment to excellence and compliance, adhering rigorously to standards and regulations set forth by the International Maritime Organization (IMO) and various global authorities. Their expertise spans a diverse array of specializations, from manufacturing critical spare parts, offering specialized services, operating shipyards, to designing cutting-edge maritime solutions. They also excel in providing essential materials, crafting bespoke accessories, and producing sophisticated components. Their innovative products and systems are now integral to maritime fleets worldwide.

The Original Equipment Manufacturer (OEM) group from China stands as a cornerstone in the global maritime industry, significantly enhancing fleet operations and their aftermarket dynamics.

In an era where the maritime fleet is aging, WISERISE strategically positions itself at the forefront of delivering comprehensive category procurement solutions to a global clientele. Since its inception in 2018, WISERISE has fostered enduring, symbiotic relationships with China's most trusted and reputable ship suppliers, reinforcing its status as a pivotal player in the international maritime procurement arena.



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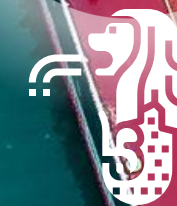
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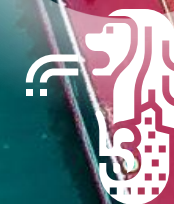
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Listening to Your Valuable Feedback



We sincerely look forward to cooperating with you and listening to your suggestions!

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