

MEDIA RELEASE**SATS-CREUERS PLANS ASIA'S FIRST SMART TERMINAL SOLUTION
AT MARINA BAY CRUISE CENTRE**

Enhancing responsiveness for a rapidly growing cruise industry in Singapore

Singapore, 4 September 2018 – SATS-Creuers Cruise Services Pte Ltd, a subsidiary of SATS Ltd, announced today it is building a Smart Terminal Solution for the Marina Bay Cruise Centre Singapore (MBCCS).

The first of its kind in Asia, this smart cruise terminal solution will enhance MBCCS' responsiveness and elevate passengers' experience with the use of smart sensors, video analytics and big data managed through a central command-and-control system.

Sensors placed at strategic locations such as check-in terminals and baggage handling area provide real-time monitoring of traffic conditions and passenger flows and detect congestions at these locations. The system will automatically trigger an alert to Terminal Management to enable a swift response to situations.

Better analytics will also enable MBCCS to provide information to the cruise lines and the Immigration & Checkpoints Authority (ICA) to facilitate resource planning and coordination. The better coordination will ensure smoother operations and enhance the efficiency of handling disruptions.

Dubbed "The Caribbean of the East", the South-east Asia region is expected to see potentially up to 4.5 million cruise passengers by 2035. In line with the growth of cruise travel in the region, the Singapore cruise industry has also experienced a robust growth in 2017. MBCCS' Smart Terminal Solution will enhance Singapore's attractiveness as the homeport for larger cruise ships.

Said Mr Lionel Wong, Chief Executive Officer of MBCCS, "We experienced an increase of 31% ship calls and 51% passengers handled last year. This significant growth in cruise travel is expected to continue. Augmenting our processes with technology will help us manage the increased volume more efficiently and provide a pleasant, seamless travel experience for our passengers."



Mr Andrew Tan, Chief Executive of the Maritime and Port Authority of Singapore, welcomed the initiative. He said, “The use of smart sensors and data analytics to enhance operations at Singapore’s ports and cruise terminal facilities will not only contribute to better operational efficiencies but also enhance the level of security.”

SATS-Creuers has appointed NCS Communications Engineering Pte Ltd to support them in the implementation of the smart terminal solution.

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About SATS-Creuers Cruise Services Pte Ltd (SCCS)

SATS-Creuers Cruise Services (SCCS) is the terminal operator of Marina Bay Cruise Centre Singapore. SCCS is a 60:40 joint venture between SATS, the leading provider of gateway services and food solutions in Singapore, and Creuers del Port de Barcelona (Creuers), terminal operator of Europe’s leading cruise home port, with SATS holding the majority stake. SCCS leverages the experience and expertise of both SATS and Creuers to offer innovative, quality services to the cruise lines and enhance the travel experience of cruise passengers to provide a delightful and seamless travel experience.

About Marina Bay Cruise Centre Singapore (MBCCS)

Marina Bay Cruise Centre Singapore (MBCCS) is the first purpose-built terminal and one of the biggest in Asia. Located near Singapore’s lifestyle and financial hub at Marina South, the 28,000-square-metre terminal offers deep waters, large turning basin, and no height restrictions.

MBCCS has a finger pier comprising two berths. It can dock large ships of up to 220,000 gross register tonnage (GRT) that could measure up to 360 meters in length with a hull draft of up to 11.5 meters. The spacious arrival and departure halls and large ground transportation area allow the terminal to handle 6,800 passengers at any time. It offers Fly-Cruise and Cruise-Fly travel experience.



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