



Windward Recognized as the

2021

Company of the Year

European Maritime Logistics

Excellence in Best Practices

WINDWARD[®]

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Windward excels in many of the criteria as a predictive intelligence solution provider in the European maritime logistics space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

Windward Redefines Maritime Risk Management with Dynamic Predictive Intelligence

The global economy continues to grow more connected with modern communication systems, benefiting the growth of global trade and information sharing. With over 100,000 ships in the global merchant fleet, maritime transportation facilitates approximately 90% of the world’s trade and plays a vital role in the global supply chain. While the emergence of digital technologies has facilitated the smooth functioning of the global economy and trade, there are still various evolving challenges facing

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the maritime trade industry including increased regulation around compliance, financial crimes, and carbon emissions. Additionally, there is an increased use of deceptive shipping practices, like when vessels manipulate their automatic identification system (AIS), falsify documents, flag hop, loiter in high-risk areas, and disguise their ultimate destination with indirect routing and unscheduled detours, that are often used to evade sanctions and commit financial crimes, and other maritime security threats, such as piracy, smuggling, stowage, illegal immigration, and operations in conflicted waters.

Sanctions compliance has become a boardroom topic for many maritime industry participants as a result of recent advisory notes from the Office of Foreign Assets Control (OFAC) and the Office of Financial Sanctions Implementation (OFSI) in the United States and the United Kingdom, respectively. Maritime security threats with increasing operational challenges because of the reverberations of COVID-19 could pose serious reputational and financial risks for participants of the maritime spectrum, such as shippers, insurers, energy companies, banks, vessel operators, freight forwarders, port operators, Coast Guard, and customs and border agencies.

With digital technologies, the maritime industry must transition to enforcement, training, and vigilance to remain resilient against the threat factors. With the varied guidance factors from regulators across countries and with rising international trade tensions, maritime industry participants, such as shippers, carriers, energy traders, banks, and customs and border control agencies, must have due diligence adherence to the highest global standards and have a centralized platform for an in-depth maritime partner vetting process to minimize the risk of exposure to illicit activities.

Windward, a global maritime-specialized analytics company founded by two former naval officers, bridges the information gap on malign factors in the maritime industry. Windward's artificial intelligence platform leverages data and artificial intelligence technologies to redefine maritime risk management and empower customers to build a future-proof organization with a more informed and data-powered decision-making process. The platform brings a digital representation of maritime reality with AI-backed insights on both vessel and company behavior and transforms maritime value chain operations with enhanced visibility into fleets' compliance and risk factors. Windward integrates Big Data, artificial intelligence, and over 200 years of combined maritime domain experience through resources to offer a transparent view on vessel movement, deliver predictive intelligence to customers in driving profitability, and mitigating maritime risks. As a specialist in harnessing maritime data, Windward, with its AI-powered predictive intelligence and real-time actionable insights, protects its customers' business from malign risk factors.

For proactive vessel screening, Windward offers Know Your Vessel (KYV)[™] as a service to profile and identify red flags, thereby securing customers' engagement with the right vetted vessels for seamless business operations. With its vessel vetting process, Windward provides a dynamic risk score for maritime fleets with continuous behavioral pattern analysis, thereby enabling customers to have an effective business practice for optimized risk management. Furthermore, with the behavioral analysis of vessels, Windward proactively identifies high-risk counterparties for sanction violations and dark port call operations. Windward's artificial intelligence-powered platform acts as a one-stop solution for enterprise customers to have a streamlined due diligence process on entities, vessels, and cargo and supports governments and border agencies with accelerated smart investigations for vessels and companies in a matter of minutes. Windward provides customers with enhanced sanctions compliance operations, thereby promoting optimized risk and resource management.

Windward Strives to Develop Combined Capabilities for Maritime Intelligence

Windward supports the maritime industry with next-generation data to drive customers' profitability and enhance maritime risk awareness with dynamic predictive intelligence. As a maritime-focused artificial intelligence platform, Windward sits on over 10 billion data points and has over 300 behavioral

analytics models and over 15 AI models based on thousands of real-time case studies to develop vessel risk profiles. Windward bolsters its data repository through partnerships with leading data providers including Dun & Bradstreet and LexisNexis to include risk insights on ownership structures and Ultimate Beneficial Owners of vessels and fleets. Many maritime risk profiling solution providers tend to limit their services to AIS-based vessel monitoring and fail to identify their operations in dark areas with manipulated AIS data.

With extensive maritime domain expertise, Windward goes the extra mile in connecting the dots and bridging the intelligence gap that exists in reality, thereby enabling customers to integrate automated risk-based compliance solutions for enhanced business practices in maritime operation and cargo transportation. Windward delivers actionable intelligence and enables customers to integrate automated risk-based maritime solutions to keep up with increasing sanctions and safety risks and environmental and security regulations. In July 2021, to support customers in the live monitoring and screening of shipping containers and cargo, Windward launched Container Insights to help customers overcome challenges in the trafficking of illicit goods and drugs. Windward understands the importance of data and the value of industry partnerships and thus constantly strives to develop combined capabilities and offer integrated solutions to address challenges in maritime operations and cargo transportation.

In 2019, Windward partnered with HawkEye 360, a US-based radio frequency (RF) data analytics company, to develop maritime domain awareness services that could help law enforcement entities, maritime insurance companies, and financial institutions gain a better understanding and insight into the global maritime environment. HawkEye 360 uses formation flying satellites to develop RF-powered data analytics, and with its space-based geolocation service capability, Windward continuously tracks and validates each maritime vessel's location for malign factors and provides customers with time-critical insights for maritime domain awareness.

In 2020, London-based Vortexa, an oil and gas analytics company, partnered with Windward to develop advanced maritime predictive intelligence because both companies have specialized capabilities in connecting the maritime data, thereby enabling their customers to conduct business with confidence and offer detailed profiles on oil and gas tankers.

In June 2020, the global oil and gas major BP p.l.c. partnered with Windward to accelerate BP's digitization efforts for advanced business trade practices and enhanced efficiency toward sanctions compliance operations. In October 2020, the Maritime Analysis and Operations Centre Narcotics (MAOC-(N)), an EU Law Enforcement unit created to respond to the threat of illicit drug trafficking by maritime and air conveyances, chose Windward's artificial intelligence platform to profile and monitor maritime vessels of interest and combat deceptive actions in the Atlantic and Mediterranean. In August 2021, Shell corporation embraced Windward's artificial intelligence platform to streamline and enhance its trade compliance processes. Furthermore, in addition to BP p.l.c., Shell Corp., and MAOC-N, Windward, as a leading maritime predictive intelligence solution provider, currently solves maritime-based business challenges for key brands, such as Novum Energy Services LLC, Eastern Pacific Shipping Pte Ltd, MS Amlin Ltd, Capital Ship Management Corporation, Mauritius Commercial Bank, Danske Bank, Interunity Management Corporation, Danske Bank A/S, Frontex (the European Border and Coast Guard Agency), and Freepoint Commodities LLC.

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With over a decade of experience in offering AI-powered solutions to the maritime industry, Windward has raised over €25 million in funding from key investors, such as Horizon Ventures, Aleph, and Salesforce founder and CEO Marc Benioff. As a data analytics company, Windward continues to grow, with over 100 employees and a presence across the United States, Europe, The GCC, the United Kingdom, and Israel. In addition, the company’s employees comprise 35% women and 32% research and development resources. To evolve with the emergence of digital technologies and growing industry challenges,

Windward, with its strong domain expertise, continues to build its brand and strengthen its research and development team with skilled data science resources.

Conclusion

Emerging digital technologies, increasing maritime sanction risks and regulations, and rising international trade tensions demand maritime industry participants to exercise due diligence adherence to the highest global standards, thereby minimizing the risk of exposure to maritime security threats.

To facilitate the smooth functioning of trade and build resilience against maritime security threat factors, Windward offers enhanced visibility into fleets’ compliance and risk factors by leveraging maritime data and artificial intelligence technologies, thereby empowering customers to build a future-proof organization with a more informed and data-powered decision-making process. As a maritime-focused digital platform with next-generation data and dynamic predictive intelligence, Windward helps customers drive profitability and enhance maritime risk awareness with optimized risk and resource management.

With its strong overall performance, Windward earns Frost & Sullivan’s 2021 Entrepreneurial Company of the Year Award in the European maritime logistics industry.

What You Need to Know about the Entrepreneurial Company of the Year Recognition

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives. Learn more.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

