

Signal Limited



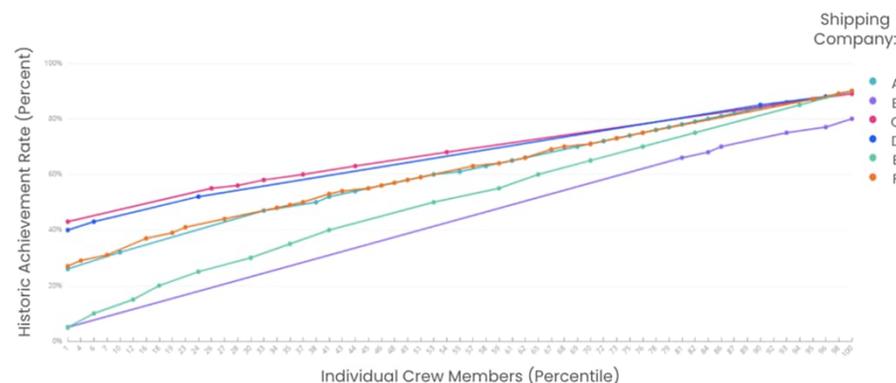
Signal

There is a large variation in crew when looking at efficiency decision making onboard vessels

Signal uses Behavioural Science to drive change by addressing crew motivation to reduce carbon emissions, encouraging operators to make more fuel-efficient decisions. Combining behavioural insights with data science, Signal engages pilots, captains, and chief engineers in fuel-saving actions seamlessly within their operations. Its software and communication tools integrate evidence-based behaviour change techniques that prioritise personalisation, autonomy, and safety, while encouraging operators to act on opportunities to improve fuel performance.

To date, Signal has helped aviation and shipping customers save over \$32 million in fuel costs and avoid over 126,000 metric tonnes of CO₂ emissions.

Individual Crew Member's Historical Attainment of Desired Behaviour
Efficient Auxiliary Engine Use



Potential client industries:

Ship Owners, Ship Operators Charter Parties

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The Crew Interface

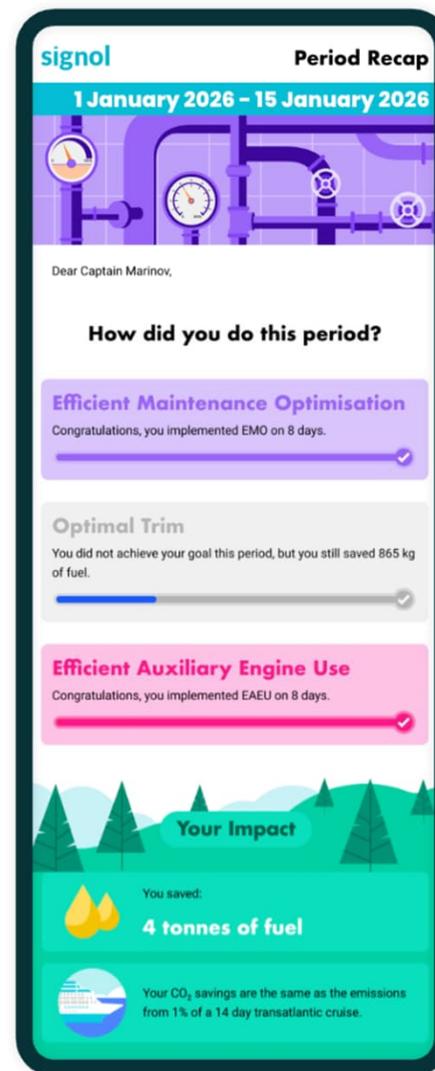
Signal motivates and engages crew using selected behaviour change techniques (BCTs)

18 BCTs are deployed through a web app and direct email communications to Captains and Chief Engineers.

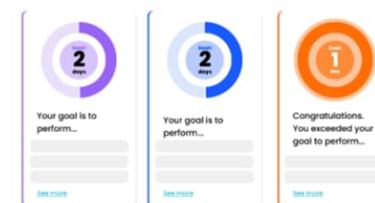
Signal gently nudges them up the performance curve, in a positive, engaging and insightful way.

Prosocial incentives

Knowing their actions lead to real-world impact, like removing plastic from the ocean, often gives crew a stronger sense of purpose and motivation.



Personalised SMART goals and feedback



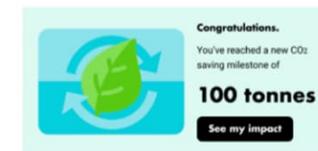
Impact reframing



Milestone recognition



Dear Captain Marinov,



Signal Limited



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Signal works across all vessel types, from tug boats to cruise ships to VLCCs. We've delivered measurable fuel savings of 4-8% across 70+ vessels in cruises, tanker, container, bulker, and mixed fleet operations, with results consistently achieved within the first 6 months. Our behavioural science approach scales seamlessly, making fleet-wide rollout straightforward regardless of size.

Examples of fuel reductions:

- Tankers: 4-8%
- Container Ships: 7%
- Bulk Carriers: 4-6%

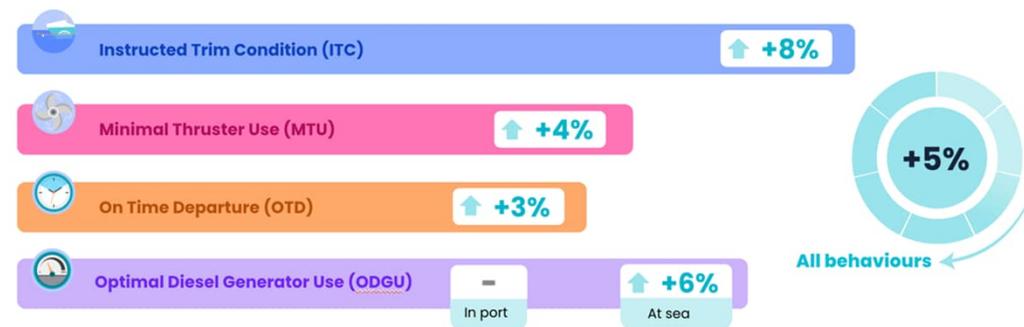
Examples of operational goals:

- Efficient Auxiliary Engine Use (EAEU)
- Efficient Speed Management (ESM)
- Optimal Draft (OD)
- Optimal Trim (OT)

...and measurable behaviour changes (recent results)

Overall 3-8% Increase in behaviour success in 6 months among an already high-performing crew

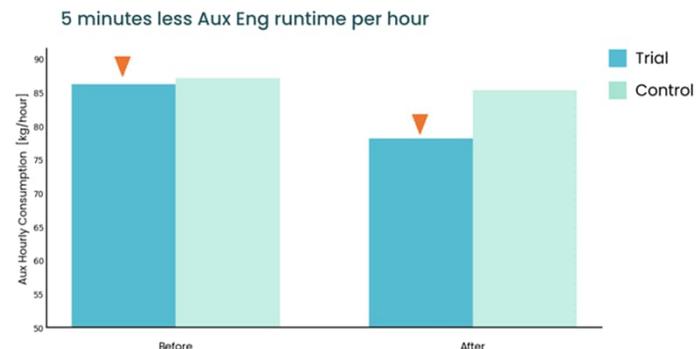
Average Success Rates By Behaviour



* DG Usage was already at 98% in port leaving little room for change

One behaviour, ~\$150k in fuel savings

6 months trial across 7 vessels



Efficient Auxiliary Engine Use

Recent 6-month trial:

Auxiliary Engine runtime reduced by 5 minutes per hour

- 2 hours saved per day
- ~2,200 total hours saved across the trial period
- Direct cost reduction with no operational disruption