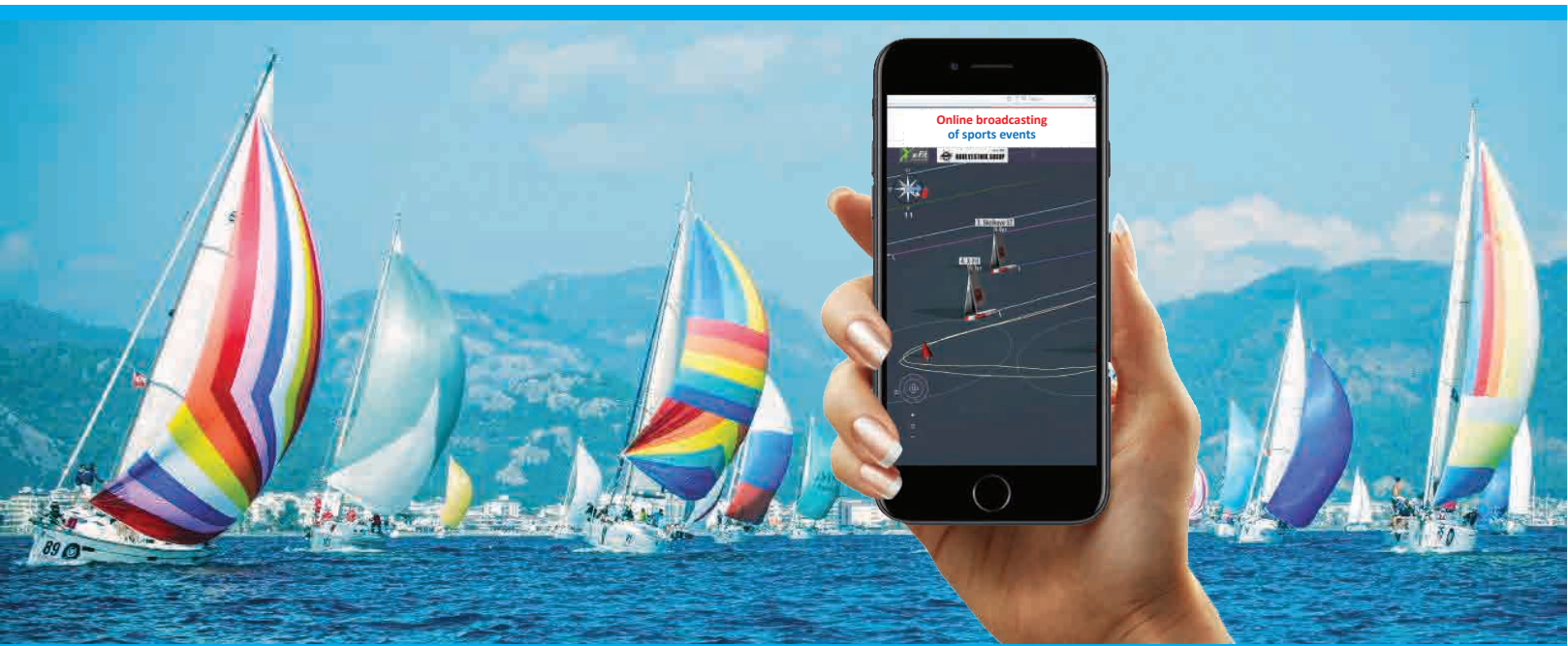# Windy Haven Ltd

INCREASE VISIBILITY, RASE AWARENESS AND DRIVE EFFECTIVENESS OF SAILING RACES

RegattaScope – the Art of 3D tracking and analytics of sailing races
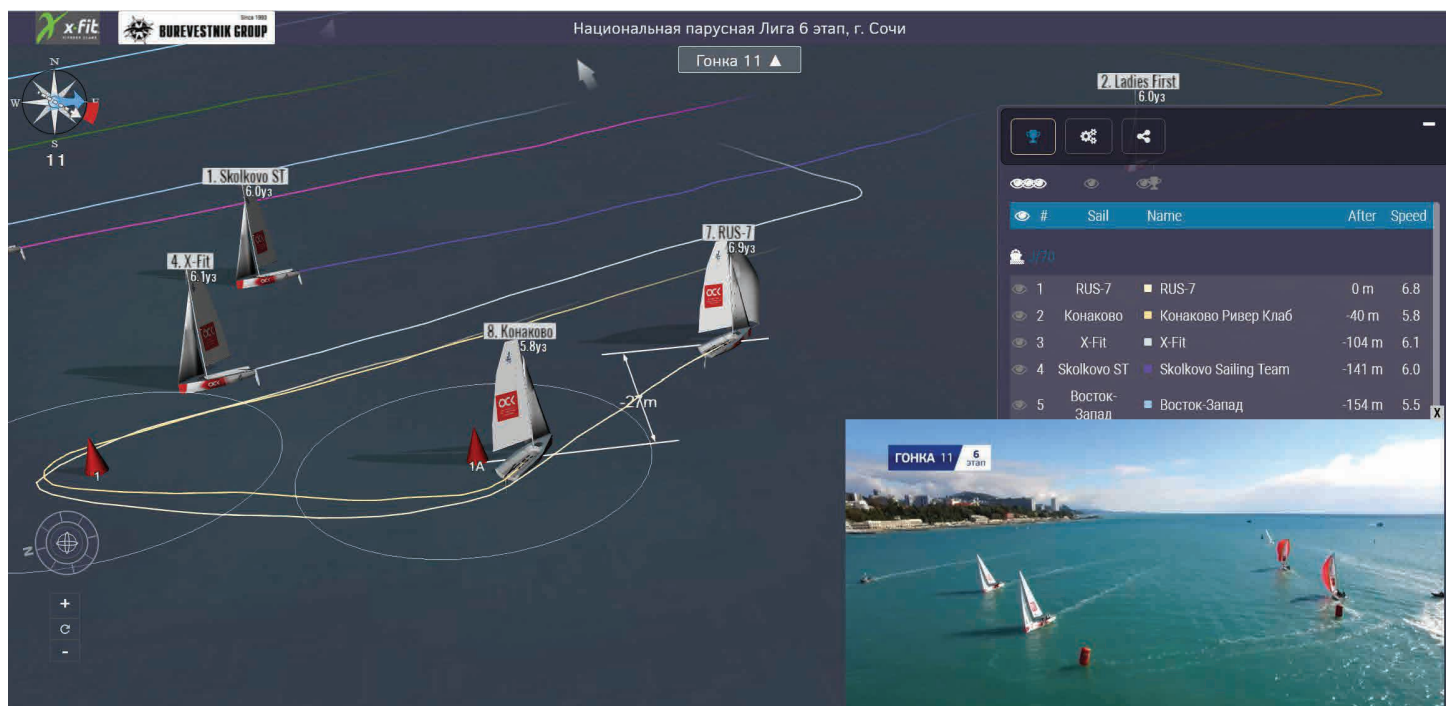

BE DIGITAL. BE PROFESSIONAL. BE A WINNER.

"Regattascope" can help you to leverage modern digital capabilities to

- **Reach target audience broader**
  using online and replay capabilities.
- **Create strong commercial value for sponsors**
  and organizers incorporating digital advertising in sailing race context.
- **Build winning strategy for sailors and trainers**
  evaluating and analyzing leaders and other race members,
  driving sailors' skills assessment.
- **Add live digital interactive show into the event**
  saving every moment in details.
- **Share impressions via your own website and social media**
  with combination of digital show and video.
- **Administrate easily using self-service from "cloud".**

OPEN POTENTIAL OF DIGITAL TECHNOLOGIES MOVING SAILING RACES
TO THE NEW LEVEL OF BRIGHT SHOW AND ENGAGEMENT

- Engage target audience, delivering **real time virtual 3D-reality model** and increase sailing awareness.

- Deliver strong impression for fans with **live GPS-tracking** or replay, nice **realistic yacht models and beautiful sea view.**

- Get **360-degree view** of regatta **anytime and anywhere** with easy access **from personal devices.**

- Select your favorite team to **follow and analyze potential to win.**

- Learn from leaders and drive individual **performance growth with Analytics** to be a champion.

- Improve strategy leveraging **documented live-feedback** in the real time with sensors monitoring **live wind and environment simulation.**

- Share success with your family and friends **publishing** the best 3D regatta tracking moments with comments **in social media.**

- Extend partnership with **advertising placement** and engage reporters with **combined video and live tracking.**
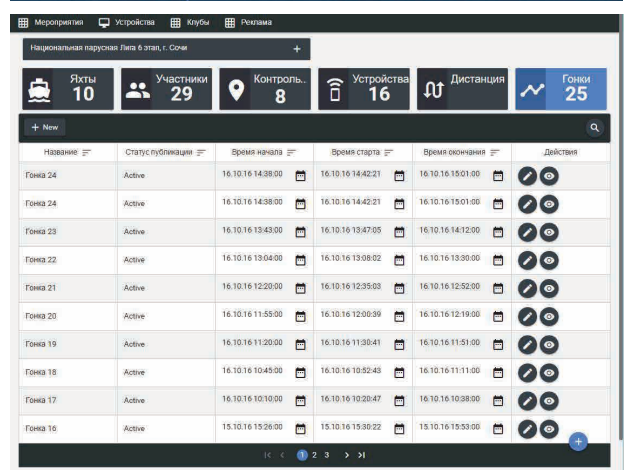
FUNCTIONAL FEATURES AND VALUES OF "REGATTASCOPE"

"Regattascope" is specialized software with 3D live tracking capabilities developed for sailing races. The system draws a 3D picture based on data received from wind monitoring tracker and GPS-trackers about yachts' location coordinates.

Data from trackers, statistics and analytics provide convenient opportunities to follow sailing races, for example:

- accelerate/slow down the speed of replay and quickly move on to the interesting race moment;
- have a look at the sailing race from different views;
- monitor delay for the start, lag from the leader in meters or seconds;
- monitor the yachts' provision in dynamically updated standings;
- select various combinations whom to watch in a race;
- see recommended boarders and distance to the signs with course laying;
- choose a "map background" of the water area;
- get many other interesting capabilities which turn a regatta into even more fascinating event.

- **Regatta's organizing authority** can attract broader target audience and increase profitability of events, create unique digital content.
- **Fans** get innovative capabilities of live and replay tracking to see every single moment of racing and interact.
- **Press** can create dynamic materials, making impressive news for social media, fast and easy with combination and synchronization of video and 3D tracking.
- **Vendors** and sponsors can place logo and advertising messages increasing awareness in a digital environment.
- **Coach** can improve quality of sailors' trainings analyzing mistakes, considering wind in the water area and full picture of the race competitive landscape.

WHY CUSTOMERS GO FORWARD WITH REGATTASCOPE

Strong experience in sailing, knowledge and professional skills in combination with modern software and broad set of services - are key factors of «Regattascope» high quality and real value for clients.
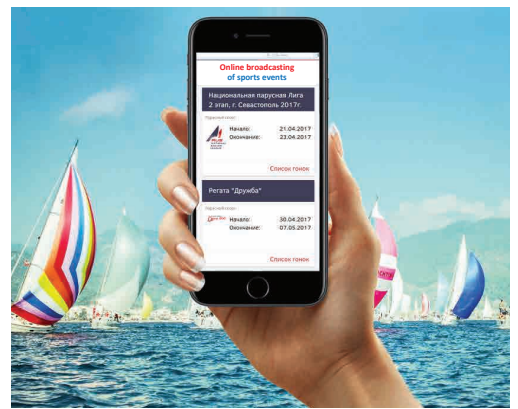
Innovative and professional

- **Close cooperation with the sailors**, coaches, yacht-clubs, fans helps to collect **innovative ideas** and continuously add **new features** into our solution.
- Strong product roadmap with consistent focus to create **impressive unique client experience and be beyond expectations of sailing community.**

Client oriented and easy to use

- **Regatta's organizing authority can use self-service** with an intuitive interface to administrate the system easily.
- **End-users get access via internet without plugins**, no addition al software required to install.
- **Supporting materials** ready to use.

Proved in action

- **Broad experience in GPS regatta tracking** from small regional to the world level competitions.
- **To see "Regatascope" in action** during Melges 20 World Championship, Melges 20 Russian Open and more, please, visit:
- http://regattascope.ru/en/
- http://regatta3d.com/

Cost effective, indeed

- **all software functionality in one** package - no additional payments for specific modules and standard features.
- **Self-services** options available to save money.

Software "RegattaScope" is developed and owned by InterProCom (IPC). RegattaScope and RegattaScope logo are IPC registered trademarks. Windy Haven Ltd is IPC business partner with authorization to resell licenses for RegattaScope in Europe.

Windy Haven Ltd was established in 2012 for overseas software trading. The average annual turnover is about 15 millions GBP. We develop partnerships with software vendors and system integrators across the globe to bring modern and proved IT solutions and services to the U.K. market with focus on key areas: Enterprise Asset Management (EAM), Content and Business Analytics, Document Flow Management, Product Lifecycle Management (PLM), IT Security, Application Development, Data Storage and Hardware Supply.