

AGAPI AND SEAPILOT IN NEW PARTNERSHIP



True Heading has developed Seapilot since 2011, a navigation and Social Boating application. In 2013, the app became the top-grossing in Sweden and has since, been one of the most popular apps on appstore.

Agapi Boating announces a partnership with Seapilot in which we will jointly promote a concept where Seapilot, with its simplicity and user-friendliness, replaces traditional navigation solutions at a fraction of the cost. The use of smartphones and tablets is rapidly becoming a highly appreciated interface since many people not only feel familiar with them, but are also able to learn, in almost no time, how the applications work. On top of that, people

also see the advantages of having a device that can be used for so much more than just navigation.

An iPad comes as standard when you purchase an Agapi boat enabling you to enjoy and benefit from the simplicity of navigating with Seapilot, and also have access to Agapi's app with all boat documentation, video taped manuals, an integrated stereo via bluetooth and other recommended apps for Agapi customers.

- *'This proves that Seapilot is running hand in hand with other navigation solutions on the market and we will not sit still, lean back and be content, but we have plenty of ideas and solutions underway that will further strengthen our growing market share. We are very proud of our cooperation with Agapi'*. Says Anders Bergstrom CEO of True Heading AB.

Seapilot and Agapi are co-exhibitors in Germany at Dusseldorf BOOT 2014, Europe's largest boat show, during January 18 to 26 and also in Sweden at the Gothenburg Boat Show, January 31-February 9, 2014. Agapi and Seapilot plan to participate at "Öppna Varv" on Orust 22 to 24 August and "Allt på Sjön" August 29 to 31 in Gustavsberg during 2014.

- *'This partnership is a natural step for us at Agapi since we always strive for maximum simplicity at sea and to offer user friendly interfaces to our customers. Seapilot and iPad are a great combination that makes navigation much easier, which makes it fun to engage our children in learning how to navigate. It is extremely easy to use and full of fun and exciting features coming up'*. Says Peder Asplund, CEO, Agapi Boating AB.



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Agapi Boating

Founded in 2006, Agapi Boating is a Swedish company with the vision of creating a completely new kind of boat life. Since the launch of our first boat, the Agapi 900 WA, we have been setting a new course in boating. In 2010 we were awarded 'Rookie of the Year' by one of Sweden's leading boat magazines. Today, Agapi is majority owned by Alejandra Levinas Asplund and Peder Asplund, CEO. The Board and shareholders include a number of known profiles in both the boating world and Swedish industry.

True Heading

True Heading AB (publ), listed on the Stock Market, is a Swedish leading company worldwide that provides AIS. AIS is a new and important safety equipment for navigation. AIS is a common part of the equipment required on board for navigation, detection of other ships or in cases of accidents. In the near future, there is also the possibility to rescue a man over board with AIS. True Heading is also a distributor of HEMISPHERE, OCEAN SIGNAL and VESPER MARINE products in Sweden.