

26 May 2008

## ISM Ltd Profile

### **Background**

ISM Ltd was established by two current and highly experienced Motor Yacht Captains, (Christopher Andreason and Paul Cook) who with over 55 years of experience between them decided to share their knowledge and improve the level of training and operation at sea. Experienced with Yacht builds, private and charter operation in all worldwide cruising areas we are forward thinking professionals who believe in developing the Superyacht industry and in particular the training of individuals and the team.

### **Objectives**

Knowing that yachts continue to grow in displacement ISM Ltd concentrate on the yachts where our specific experience has been gained. Our belief is the design, construction, training, safety and operating standard on board a 24m yacht should not differ from that on board one much larger. We aim to offer expert, independent advice, support and guidance gained from a professional grounding within the Royal Navy coupled with years of experience operating small and large motor yachts.

### **Services**

**Design** – Building a new Superyacht requires project coordination incorporating design, procurement, development, integration and commissioning – Design is a fundamental building block. ISM Ltd can assist by introducing you to some of the major designers and field specialists.

**Construction** - ISM Ltd has recent, in house experience of constructing Superyachts in one of the best building stables – Feadship. Our expert and dedicated team coupled with specialist advice and assistance from our Partners will help an owner materialise their project with the world's major shipyards.

**Outfitting** – Benefitting from recent Feadship new build experience and with a team available to advise on all aspects of outfitting a Motor Yacht to an ultimate and practicable standard – Interior to Exterior, Engineering to Aviation, Bridge integration to selecting the right Toys and Stores. We have a Purser/Chief Stewardess on the team and can advise on fitting out your embarked helicopter or private jet with an in house corporate aircraft experienced flight attendant.

**Compliance** – well versed in current regulations and standards required during both the build and operating phases of a yachts life we have a specific division within ISM Ltd – Shoreside Support - that specialises in this vital cog of Superyacht operation. Compliance lives with the yacht throughout its life and ISM Ltd can assist with a very



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close working relationship with the yacht's Captain plus Classification Societies and Flag States. Shoreside Support can uniquely offer Surveyors, Trainers, ISM and ISPS Consultants, Auditors and full Technical Management services for all sizes of vessel. As Captain's in our own right we uniquely have our own personal experience of working with compliance which allows us to approach Technical Management from the operator's perspective and provide a bespoke system that assists the yacht and does not hinder.

Manning – We are proudly partnered with wilsonhalligan recruitment consultancy that provide a personal and discreet service to large yachts. ISM Ltd can advise on:

- Manning Levels
- Captain Hiring
- Crew Hiring
- Crew Training

We also operate our own unique Crew Xchange website which allows personnel to swap between yachts.

Training - Shore Training Establishments provide the essential training to allow a seafarer to serve onboard, but despite the best intentions of Captains and Ships' Officers, due to the cruising commitments, schedules and heavy levels of administration involved in running most large vessels nowadays, the level of onboard training is normally just sufficient to comply with Flag State & Classification Society rulings, but not really sufficient to deal with a real emergency.

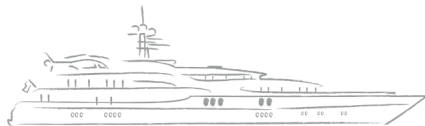
We have high calibre associated Instructors available who hold current licenses and who have real experience at sea. We can travel as extra crew or as passengers and are familiar with the layouts and operations of many of the Superyachts currently sailing. Developing the team into a cohesive and efficient ship's company using modern and traditional proven techniques is imperative to operating an efficient yacht - consult with Symphony team building another ISM Partner.

Operation -

- Operating intentions – Private v Commercial
- Operating areas
- Berthing intentions
- Day to Day Technical Management
- Safety and Security
- Insurance – hull and machinery, crew etc

### **Qualifications for the Task**

All members of the team are qualified as Masters holding valid MCA qualifications to act as Captain aboard vessels of various sizes or highly experienced in their specific field.



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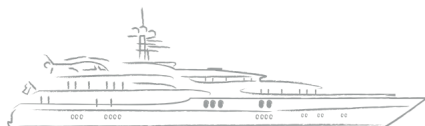
**Captain Chris Andreason** is a former Royal Naval Officer turned Superyacht Captain who, after an initial 10 year diverse first career in the RN, has been involved in the Private Yachting Industry since 1992. Serving as Captain, First Officer & Navigator in a variety of warships and yachts to 106m with varying styles and characteristics has given him extensive experience as a Ship Handler and Project Manager. With an in depth knowledge of refit, conversion and new-build projects gained from commercial and yacht yards including service as a build Captain at Feadship; he has also sailed as Trials Master and Navigator for two leading British Shipbuilders. Instrumental in developing onboard yacht training and having set up two large Feadship' Safety Management Systems from nothing, he is extremely experienced in yacht operations, and in conjunction with Captain Paul Cook, developed ISM Ltd in order to use this knowledge to concentrate on improving the standards aboard existing vessels, and to ensure that new projects benefit from many years of diverse experience, thereby ensuring that the project is correctly run and the project brief and expectations are met.

**Captain Paul Cook** is a vastly experienced mariner who completed a successful Royal Navy career that spanned 24 years and 14 ships with 3 appointments as Captain of frontline operational warships from 38m to 210m and 170 to 20,000 tonnes. These ships operated around the world and carried a wide variety and number of aircraft including helicopters and fixed wing short take off and vertical landing jets. His private yacht experience kicked off at the highest level as joint Captain of a new 67m Feadship. He was an intrinsic part of a small team which brought this 2008 Superyacht Award winning yacht through the build and up to a fully operational private yacht. This period complimented his previous experience of scoping, procuring, building and refitting a number of highly technical vessels before developing their operating and management systems.

**Shoreside Support** is a subsidiary of ISM Ltd which was specifically formed to concentrate on the Safety, Security and Technical Management of all types of ships and yachts;

**Captain Michael Howorth** served on passenger liners before entering commercial yachting. He has commanded several significant yachts and is currently engaged by three shipyards acting as Trials Master during the construction of several large yachts and has particular experience in high speed and water jet craft. He is a frequent contributor to many leading yachting magazines. He is a co author, with his wife Frances, of books on safety and survival at sea as well as correct procedures to be followed aboard large yachts including The Bridge Procedures Guide, the Yacht Captains Handbook and the Log Book designed specifically for use aboard professional yachts.

**Captain Paul Boyce** served aboard cruise ships before coming ashore as an ISM, ISPS and Safety Consultant. His knowledge of Shipping Legislation including ISPS and ISM requirements, have enabled him not only to develop flag state approved security plans but also to develop understandable ISM & Training manuals along with

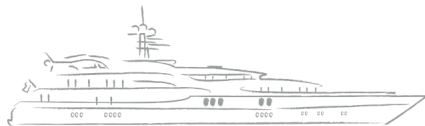


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customised database programs that simplify on board yacht procedures. Working aboard large yachts he identified the need for many to call upon the services of shore side support. He is an accredited trainer and ISM course provider, teaching courses to Flag State accepted standards and is a qualified ISM & ISPS lead Auditor.

### **Summary**

ISM Ltd has been established to work in partnership with an owner or prospective Owner, Captain and Crew to manage the whole or individual elements of Superyacht ownership. We are experienced Ship's Masters who are and have been involved in the sale, purchase, construction, refit and operation of many large yachts, and our services are tailored to simplify what can be a complicated and time consuming process. Almost uniquely ISM Ltd can offer International Safety Management systems from Mini ISM to full commercial Passenger Ship ISM and Technical Management for the smallest yachts to the largest vessel. Our aim is to allow you to tap into this experience gained from building and operating Superyachts and Cruise Liners to utilize our extensive network of proven and trusted alliance partners to provide you with the support required.



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