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Dear customer

It has been brought to our attention that there is some misinformation in the market regarding our recently announced Maritime price changes. We feel it is appropriate to provide accurate information about the price changes directly to our customers, explain the rationale behind these changes, and also to emphasise that we are not increasing prices across the board – only on a small number of our services.

As part of an evaluation as to how our customers can maximise value from our services, we carried out a detailed review of our Maritime pricing at the end of 2011. We did not feel our pricing policy was properly optimised to reflect the value and reliability that the on-demand FleetBroadband service provides. As a result, we concluded that we need to position our Maritime portfolio in such a way as to benefit our most valued high-usage customers.

In February 2012 we announced a series of new price changes to our Maritime portfolio. Your distribution partner or service provider should have made you aware of the following changes:

- We have reduced the price of our mid-level plans, 1-5 GB plans and Very Large Allowance (VLA) plans to ensure that our core customer base benefits from an improved data volume allowance at a reduced per-MB price.
- We have adjusted our plans to focus on data allowances rather than money bundles. We have recognized that our customers' IP data requirement demands have increased and, as our customers move into a high-speed IP environment, this is the industry's standard way of positioning satellite services. We feel that additional services should be charged for and we believe that this is a fair reflection of the unrivalled service reliability, network capability, global reach and stability you receive from Inmarsat.
- We have increased the pricing of the Standard plan, but we feel this change properly reflects the value of the pay-as-you-go utility of the smaller allowance plans. After detailed analysis we have seen that many of our regular customers who use these smaller plans will actually benefit from a more attractive per-MB rate if they migrate to the entry level plan or above.
- We have increased the pricing on our E&E services, as we are seeing an increased migration from these services onto our broadband platform. Although migration onto the newer services is a positive trend, the cost to maintain the network for these older services remains the same, and the price increases reflect this.

If you have any further questions or concerns regarding these price changes, please do not hesitate to contact your supplier, or one of my team.

Kind regards

A handwritten signature in purple ink, appearing to read 'FJ Coles', is positioned below the 'Kind regards' text.

Frank J Coles  
President, Inmarsat Maritime