



KAELINE
GROUP

**AN ADVANCED LUBRICANT
PROCUREMENT PROGRAM**



**DESIGNED TO ASSIST
VESSEL OWNERS
AND SHIP MANAGERS
REDUCE COSTS AND
IMPROVE OPERATIONAL
EFFICIENCY**

OUR VISION

***TO BE
INTERNATIONALLY
RECOGNISED***

**AS AN EXCEPTIONAL
GLOBAL PROVIDER OF
LUBRICANT SOLUTIONS BY OUR
CUSTOMERS AND SUPPLIERS**

**A COMPREHENSIVE
PROCUREMENT
PROGRAM THAT
WILL DRIVE A NEW
ERA OF LUBRICANT
MANAGEMENT**

Kaeline has over 20 years of providing lubricants to the marine market with some of the industry's leading brands and has developed an industry leading package to provide owners a service that outsources the challenges of lubricant supply to the marine lubricant experts.

***RELY ON US TO KEEP
YOUR VESSEL ON TRACK***

**PROVIDING
SOLUTIONS
OUTSIDE THE BOX**

EXPERTISE & VISION

***THE ONLY ADVANCED LUBRICANT
MANAGEMENT PROGRAM DESIGNED
TO REDUCE COSTS & IMPROVE
OPERATIONAL EFFICIENCY***

We understand that each vessel is different, and that one size rarely fits all. Having an understanding of the diversity amongst vessels, with different engines, vessel types, trading routes, even crews, helps bring the right solution that's optimised for each vessel.

The overall aim of the program is to provide you with the lowest total cost of operation and create value for your company through our innovative lubricant procurement solution.

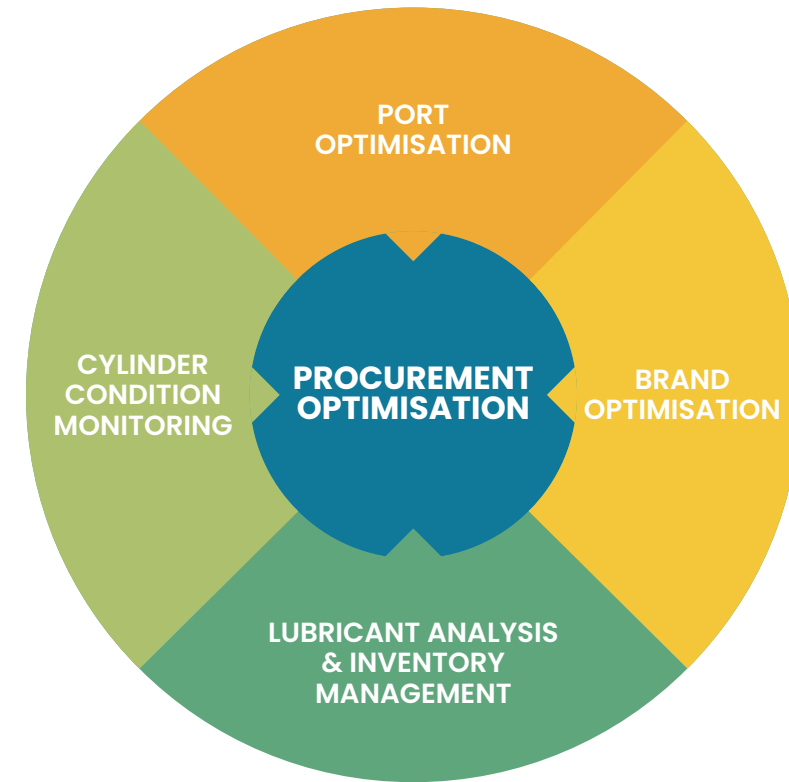
A TAILORED SOLUTION

OUR KEY PILLARS LEAD TO A TAILORED SOLUTION – SHAPED TO MEET YOUR NEEDS AND REQUIREMENTS

The key pillars of the protocol are **port optimisation**, **brand optimisation**, **cylinder condition monitoring**, **lubricant analysis** and **inventory management**.

The protocol ensures each vessel will receive the maximum benefit based on its trading route, vessel type and size, and crew capability.

Maximum procurement optimisation is achieved when all key pillars are implemented together for a particular vessel or fleet of vessels as depicted.



The key pillars are supported by a dedicated team in Kaeline that will act proactively to minimise budgets. Our suppliers ensure the implementation of feed rate optimisation, including ensuring the vessel is following the advice provided. Kaeline delivers reports to provide you with the deep insights into your vessel operations. Reporting is based on KPI's agreed with the customer and using data feeds wherever possible.

**WHY KAE LINE'S
LUBRICANT
PROCUREMENT
PROGRAM**

**BENEFITS
& KEY
COMPONENTS
OF THE
PROGRAM**

PORT OPTIMISATION

By using state of the art vessel tracking tools, our experienced order desk will pro-actively look to ensure orders are placed at the best locations and within the necessary lead times to minimise extra charges.

BRAND OPTIMISATION

One brand, no matter how competitive in the key ports, cannot provide the best offer in every port. Kaeline's multi-branded offer allows us to ensure the best brand is used for your vessel. We provide access to a world-wide network of registered suppliers. For those vessels where brand is not a priority, we have the ability to offer a brand agnostic approach where we will provide the lowest cost offer in a port, irrespective of brand.

CYLINDER CONDITION MONITORING

As modern engine operation has become more critical, engine builder recommendations are moving towards scrape down oil analysis as standard. We have a long experience in managing these programs and have seen savings of over 20% on most vessels. Kaeline works closely with your vessels to ensure these programs are implemented and monitored to ensure the benefits are maintained.

INVENTORY MANAGEMENT

Ensuring the vessel has sufficient lubricants on the vessel is key from a safe operational perspective, but also ensuring each order is optimised to take the maximum advantage of key port prices. We ensure ordering is matched to planned price moves from suppliers are all elements that go together to provide best in class inventory management.

LUBRICANT ANALYSIS

With our own lubricant analysis service, we can offer a continuous trend analysis, independent of brand used. The service is cost competitive and forms a key part of the vessel operation and supports the cylinder oil feed rate programme. MARLAB's lubricant service is supported by multiple labs in key maritime centres and allows customers full independence of analysis without any brand constraints. By offering a competitive service with our web-based alert and reporting platform, you can have an overview of your total fleet to support your oil condition monitoring needs.

TECHNICAL SUPPORT

Using our in-house marine lubrication expertise, we can provide you with data technical support to ensure you and your teams are aware of the latest product recommendations, future trends and assistance with engineering support and fault finding and interpretation of lubricant analysis.

REPORTING

To support the management insights and avoid budget shocks a comprehensive reporting structure will be provided by Kaeline. Agreed Key Performance Indicators will be included in reports and they will be provided monthly and quarterly to highlight individual vessel and overall fleet performance. To include data on lubricant consumption, budget expenditure versus plan, outlook on expenditure, lubricant analysis reporting, and cylinder condition monitoring when in use.

Kaeline can also work closely with you and your vessel managers to ensure all parties are working together to support the shared objectives of managing your operational spend and keeping your vessels working efficiently. Tailor made reporting and key timely data exchange can be provided to support these mutual objectives.

TRANSPARENCY

Key to the success of the program is a commitment to transparency. Once the budget commitment is agreed, Kaeline will actively be seeking to reduce costs through it's multi-disciplinary approach. These documented savings will then be included in any reporting and shared on a pre-agreed basis. Full auditing of the process will be welcomed by the vessel owner.

**THE KAELINE
PROCUREMENT PROGRAM
DELIVERS TANGIBLE
SAVINGS FOR THE VESSEL
OWNER AND SHIPMANAGER
BY REDUCING COSTS,
DELIVERING VALUE &
OPTIMIZING OPTIONS**

**ONE STEP
AHEAD**

★ **PROCUREMENT BENEFITS**

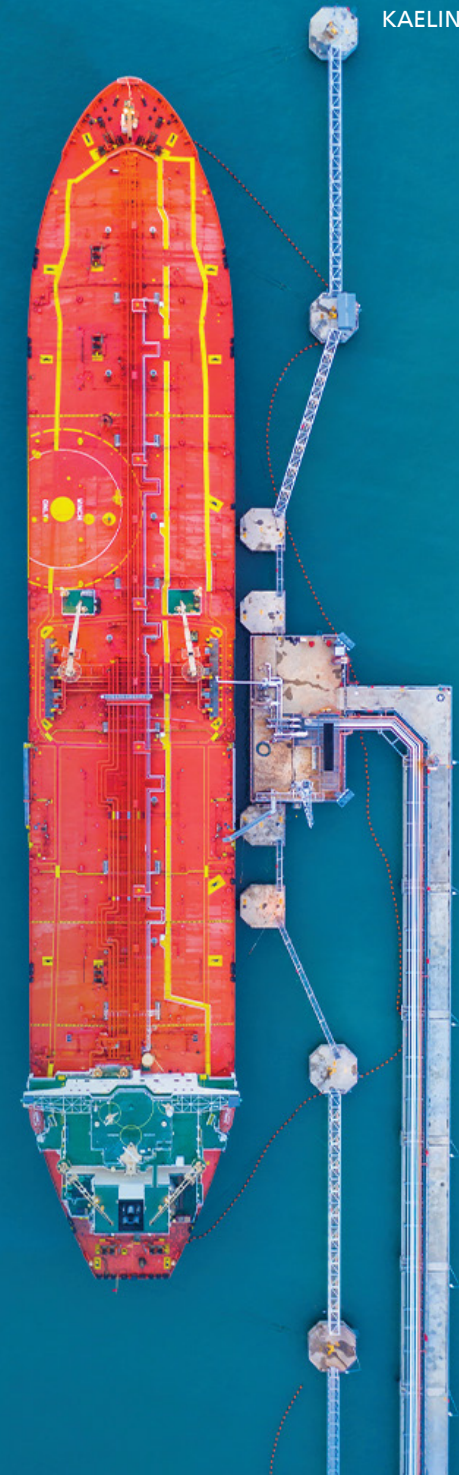
- Comprehensive multi-level approach
- Full transparency
- Automated reporting and benchmarking

★ **SHIP MANAGER BENEFITS**

- Lower cost to serve
- Customisable dashboards
- Creating added value for vessel owners
- Competitive advantage

★ **SHIP OWNER BENEFITS**

- Independent Offer
- Flexibility - vessel specific offer
- Budget options
- Lowest total cost of operation



THE GROWTH OF KAELINE GROUP HAS BEEN THROUGH STRONG PARTNERSHIPS AND ACQUISITIONS OF WELL-ESTABLISHED GLOBAL MARINE LUBRICANT SUPPLY COMPANIES

COMPANIES

KAELINE GROUP ACTS AS A HOLDING COMPANY FOR:



Medpool - Limassol, Piraeus

Unimarine - Singapore & Shanghai

Sea Bunkering International (SBI) - Groningen & Hamburg

Al Masaood Medpool (AMM) - Abu Dhabi, Dubai

Hamburg Trading House (HTH) - Dubai, Angola, Oman, Sudan, Saudi Arabia

HTH Iraq - Iraq

Marinepool Solutions - Limassol

Navilub - Limassol

Kaeline Marine - Amsterdam, Rotterdam, Antwerp, Benelux



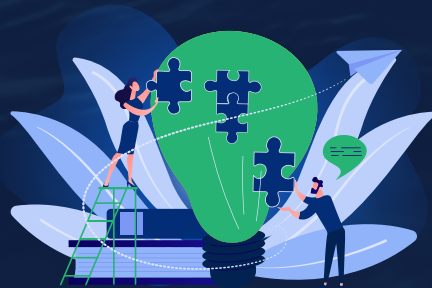
Unleash the power of streamlined lubricant management

LubeLink proudly delivers:

- Unmatched combination of market knowledge and operational expertise to its clients
- Unparalleled access to a diverse range of high-quality lubricants at competitive prices
- Reliable and efficient digitalized management solutions that set a new standard for the industry

Simplified solutions Effortless uploading of contracts

Seamless comparison between ports and products in one place. Optimize your procurement plan.



Data-Driven Approach. Meet your targets

Single interface reporting to increase vessel efficiency and earnings. Supply data analysis filtered by vessel, ports, products and suppliers. Converting data into action-driven solutions to support decisions and ensuring targets are met.



Proactive Monitoring & Analysis

Maintain your ROB information via noon reports. Receive automated notifications for upcoming lubricant demands.



Supply Reliability

Experience the benefits of working with a provider who has long-standing relationships with leading brands.







KAELINE
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