



**Ardmore Shipping
Corporation**



Singapore Digital Progress Forum 2022



Flying fish are ray-finned fish with highly modified pectoral fins. Despite their name, flying fish aren't capable of powered flight. Instead they propel themselves out of the water at speeds of more than 35 miles (56 kilometers) an hour. Once in the air, their rigid "wings" allow them to glide for up to 650 feet (200 meters). The winglike pectoral fins are primarily for gliding—the fish hold the fins flat at their sides when swimming. Their streamlined bodies reduce drag when the fish are "flying."



*In the world of
being a fish -
what advantages
are there to being
a flying fish?*



- Innovation / Evolution
 - Survival
 - Competitive Advantage
 - Timing
- Data
 - Energy transition, Emissions control, performance measurement
- Change Management
 - Process review
 - Buy In
 - Adaptability, flexibility, continued growth/innovation



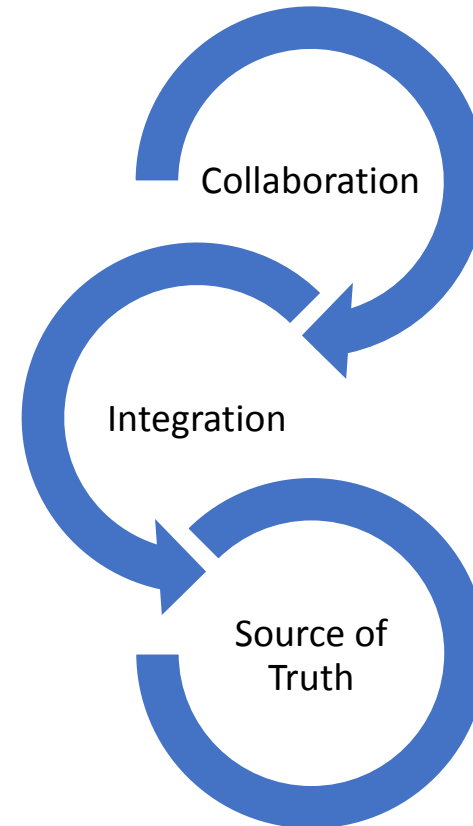
Collaboration

Owners / Shipping Market
SaaS Companies

Integration

Pushing/Pulling

One source of truth



We want the foresight, to be able to see/find that one nugget which will propel us forward like the flying fish away from our competition!

Looking for different take on “fish” = Creativity

Productivity vs Efficiency

