

## Al Seer Marine Unveils AI Transformation Strategy with Deployment of AI Observer NOVA

- **Al Seer Marine's AI strategy to accelerate automation, enhance efficiency, shipbuilding, fleet management.**
- **The launch of NOVA marks the maritime sector's first AI-powered, non-voting Board Observer.**
- **Key features include live boardroom queries, predictive scenario modelling, and automated oversight across all subsidiaries and joint ventures.**

**Abu Dhabi, Friday, 22 Aug 2025:** Al Seer Marine (ADX:ASM), a frontrunner in advanced maritime solutions and a subsidiary of IHC, has announced the roll-out of its comprehensive AI transformation strategy. This initiative positions AI at the core of the company's next growth chapter, introducing smarter systems to advance automation in shipbuilding, unmanned surface vessels (USVs), fleet management, logistics, and operational efficiency.

In parallel, Al Seer Marine has also become the first UAE maritime entity to deploy an AI-powered, non-voting Board Observer named NOVA (Neural Oversight & Virtual Automation). NOVA strengthens governance by enabling live boardroom queries, scenario modelling, budgeting support, and automated oversight of subsidiaries and joint ventures.

Developed by Aleria, NOVA transforms fragmented financial, operational, and market data into real-time strategic insight. It leverages AI to continuously learn, flag anomalies, and generate predictive insights, empowering the Board with intelligent oversight that enhances vessel readiness and operational safety.

**Guy Neivens, Chief Executive Officer of Al Seer Marine,** said: "AI is becoming foundational to Al Seer Marine's operational DNA. From fleet management and shipbuilding to USVs and advanced manufacturing, we are integrating AI across every facet of our operations. The power of AI enables us to maximise efficiency, improve safety, and elevate performance across all areas of our business. The launch of NOVA represents the next step in this journey, turning data into real-time intelligence that strengthens both our day-to-day operations and our long-term competitiveness."

As a non-voting observer, NOVA enhances board engagement through live queries, scenario modelling, and predictive analysis. It synthesises structured and unstructured data across ERP

systems, spreadsheets, documents, databases, and live market feeds into insights that support faster and smarter decisions.

**Eric Leandri, CEO of Aleria**, said: “With the deployment of Al Seer Marine’s NOVA AI Observer powered by Aleria, we continue our commitment to practical AI solutions that enhance efficiency, and strategic decision-making. By leveraging real-time data and predictive insights, NOVA ensures Al Seer Marine’s leadership can address challenges and opportunities with greater precision and speed. This deployment is a crucial part of our strategy to drive AI integration across various sectors in the UAE market.”

The rollout of NOVA builds on IHC’s pioneering success with Aiden Insight, launched in 2024 and evolved in 2025 into the UAE’s first sovereign, on-premise AI Board Observer. NOVA inherits that foundation and applies it within the maritime domain, offering board-level visibility into capital structure, predictive fleet performance, supply chain intelligence, and regulatory alignment.

NOVA’s deployment at Al Seer Marine represents more than a technical upgrade - it marks the beginning of a larger transformation. This futuristic system will optimise commercial fleet management and asset utilisation and reduce operational costs, while streamlining shipbuilding projects and mitigating supply chain risks. The AI system will help introduce innovative customer experiences to enhance yacht management services and elevate USV manufacturing and 3D printing to maintain the company's leading position through continuous adoption of latest technologies.

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### About Al Seer Marine (ASM)

Al Seer Marine (ADX: ASM), a subsidiary of International Holding Company (IHC), is a global maritime organisation headquartered in Abu Dhabi. Our extensive service portfolio encompasses commercial shipping, yachting, boat building, large-scale 3D printing, unmanned vessel platforms and capabilities, and cutting-edge technological innovations. We seamlessly integrate top-tier services, innovative technological solutions, and a proven track record of operational excellence.

Whether it's operating a fleet of superyachts with luxurious precision, owning & operating a fleet of commercial vessels, employing innovative additive manufacturing processes, or engineering futuristic unmanned vessels, Al Seer Marine stands as a beacon of expertise, capability, and excellence, capable of transforming any maritime vision into a reality.

Our comprehensive service approach ensures a seamless journey from conception to realization, leveraging the latest in commercial ship and yacht management innovations. Our dedicated boat building team not only excels in additive design techniques and precision builds but also offers extensive training and expert maintenance, ensuring the longevity and performance of our creations.

[www.alseermarine.com](http://www.alseermarine.com)

### About Aleria

Aleria is an AI and Big Data company headquartered in the United Arab Emirates, dedicated to advancing technological sovereignty and innovation. Developed in Abu Dhabi, Aleria delivers sovereign enterprise solutions to government and private sector organizations. Aleria provides secure, proprietary technologies including real-time analytics, workflow automation, and board-level decision intelligence, ensuring full data privacy within national borders. Aleria's capabilities offer a comprehensive suite of applications, including integrated data management, meeting recording and summarization, real-time collaboration, and a centralised event feed. Their solutions empower organizations to leverage AI in their workflows while maintaining full control over their data. Available both on the cloud and on-premise, Aleria ensures flexibility and scalability to meet the diverse needs of their clients.

<https://aleria.com/>

### About IHC

Established in 1999, IHC has become the most valuable holding company in the Middle East and one of the world's largest investment firms, with a market capitalization of AED 881.6 billion (USD 239.9 billion). Since then, it has transformed to represent a new generation of investors. IHC's commitment to sustainability, innovation, and economic diversification spans over 1,300 subsidiaries, driving growth across industries like Asset Management, Healthcare, Real Estate, Financial Services, IT, and more.

IHC continually looks beyond the stand-alone value of its assets for opportunities, stepping outside of traditional approaches and artificial barriers to unlock opportunities across its portfolio, enabling sector-agnostic Dynamic Value Networks and creating results that are often much greater than the sum of their parts.



At IHC, we take our responsibility to shareholders, customers, and employees seriously. Our commitment to responsible investment ensures that we create sustainable value by staying connected to the communities we serve, making a positive difference with every investment.

[www.ihcuae.com](http://www.ihcuae.com)

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