

TraceSafe Signs Two-Year Wearable Technology Agreement with Fred. Olsen Cruise Lines

May 5, 2021: Vancouver, BC – [Tracesafe Inc.](#), (“TraceSafe”) (CSE: TSF) a global leader in wearable safety tech and connected workforce solutions, including large-scale venue management and asset tracking, announced today a two-year wearable technology agreement with [Fred. Olsen Cruise Lines](#) on-board their fleet of cruise ships.

As Fred. Olsen Cruise lines returns to cruising, TraceSafe is proud to support the cruise line’s health and safety protocols for guests and crew. The partnership will see TraceSafe’s intelligent wearable technology initially deployed on three of Fred Olsen’s ships: Borealis, Balmoral, and Bolette. With over 15 million contacts per day, TraceSafe’s cloud processing can facilitate contact tracing for even the world’s largest enterprise - and its unique wearables are built with low energy connectivity, making them a perfect choice for environments such as cruise lines.

“By partnering with TraceSafe, we are able to ensure our guests have the safest possible return to cruising. This investment in innovative technology also ensures we continue to enhance the future of cruise safety for our guests,” notes Damon Impett, Director of IT with Fred. Olsen Cruise Lines.

“We are excited to be working collaboratively with Fred. Olsen Cruise Lines to deploy our health & safety technology. Our solution is uniquely designed to meet even the most complex of guidelines, such as contact tracing 15 minutes accumulative in any 24 hour period,” said Susanne MacKillop, Vice President Sales at TraceSafe. “Our goal is to provide seamless guest experiences -- all while meeting the health and safety requirements needed for cruise lines as they return to sailing.”

Founded in 1848, the cruise line today employs more than 2000 people from around the globe, offering smaller, intimately-sized cruise holidays. Fred. Olsen Cruise Lines has always been committed to delivering a safe cruising experience aboard their ships, and this is reflected in this commitment to delivering safe guest experiences aboard their ships with a wearable technology agreement with TraceSafe. Over 150 years later, Fred. Olsen Cruise Lines operate cruises with their guest’s safety and comfort always in mind. TraceSafe and Fred. Olsen Cruise Lines look

forward to the future of their partnership over the next two years - as they work together to innovate and enhance the guest experience and safety.

About TraceSafe

TraceSafe is a full suite of real-time location management services and contact tracing solutions enabled through advanced low-power Bluetooth beacons and enterprise cloud management. TraceSafe's leading cloud management solution ensures both user privacy and comprehensive administrative control. TraceSafe's patented contact tracing bracelet has already been deployed in mission-critical quarantine applications around the world in partnership with leading governments. In addition to their government work, TraceSafe is developing leading-edge solutions for Enterprise, Healthcare, Education, Government, and large-scale venue management.

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