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## EXMAR SWOT & PESTLE ANALYSIS

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**Company Name :** Exmar

**Company Sector :** Shipping and Offshore Engineering Services

**Operating Geography :** Belgium, Europe, Global

**About the Company :**

Exmar is a maritime and offshore solutions business situated in Belgium. The company was established in 1829 and is based in Antwerp, Belgium. Exmar operates a fleet of more than 90 boats and offers a variety of services, including LPG and LNG transportation, floating storage and regasification units (FSRU), floating production, storage and offloading (FPSO) units, offshore construction and maintenance, and towage and offshore support. Exmar has created excellent ties with major players, including energy firms, suppliers, and industry partners, thanks to its significant expertise and experience in the LNG business. The company has a global presence, serving clients all over the world and working in regions such as Europe, Asia, and the Americas. The company invests in modern technology and solutions to improve operational skills, maintain a competitive advantage, satisfy changing customer needs, and reduce its environmental impact and promote sustainability. Exmar is well-positioned to grow in the next years, since the company has a solid financial track record and LNG demand is likely to rise. In 2023, Exmar returns to offshore drilling by acquiring an 11.5% stake in Houston-based Vantage Drilling, spreading its presence in the energy sector.

Exmar's unique selling point is its emphasis on technology innovation and operational efficiency. Exmar's mission statement reads "As a team, we manage to continuously demonstrate the ability to deliver innovations to the energy supply chain which improve overall efficiency, bring a healthy return on investment, and create new market opportunities for our customers and long-term partners."

**Revenue :**

US\$ 155.6 million - FY ending 31st Dec 2022 (y-o-y growth 5%)

US\$ 148.2 million - FY ending 31st Dec 2021

**SWOT Analysis :**

The SWOT Analysis for Exmar is given below:

Strengths	Weaknesses
<p>1.Diverse fleet of vessels, including LNG carriers, LPG carriers, and offshore units.</p> <p>2.Long history and extensive experience in the shipping and maritime sector.</p> <p>3.The company has a global footprint, with operations in key regions such as Europe, Asia, and the Americas.</p>	<p>1.Exposure to market volatility and cyclical downturns.</p> <p>2.Subject to several diverse and complex regulations, both domestic and international; leading to increased cost of operations.</p> <p>3.Dependency on few key clients.</p>
Opportunities	Threats
<p>1.Exmar can benefit from the growing demand for LNG by expanding its fleet and providing reliable and efficient LNG transportation services.</p> <p>2.Development of new LNG markets in Asia and Africa.</p> <p>3.Leverage technological advancements to enhance operational efficiency and differentiate itself in the market.</p>	<p>1.Influenced by geopolitical factors such as economic sanctions, political instability, war, terrorism, and climate change; which can disrupt trade, shipping, and Exmar's operations.</p> <p>2.Competition from other LNG shipping companies.</p> <p>3.Climate change can adversely impact Exmar's business and asset value.</p>

**PESTLE Analysis :**

The PESTLE Analysis for Exmar is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.The conflict between Russia and Ukraine significantly impacted the shipping markets.</p> <p>2.Subject to government regulatory changes related to the shipping and energy sectors.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Subject to interest rate and currency fluctuations.</p> <p>2.Inflation can affect the freight rates and operating expenses, which can put pressure on Exmar's margins.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Growing societal concerns about climate change and environmental impact.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Increasing reliance on digital systems leading to cybersecurity risks.</p> <p>2.Active investments in R&amp;D for low emission technologies and exploration of the use of commercially viable zero/low emission fuel propelled vessels.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Adherence to contractual agreements and legal obligations.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Exploring the use of LNG as a fuel for its ships; which is a cleaner-burning fuel than traditional fuels.</p> <p>2.Exmar is committed to making its operations more sustainable and is exploring the use of renewable energy to achieve this goal.</p>

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