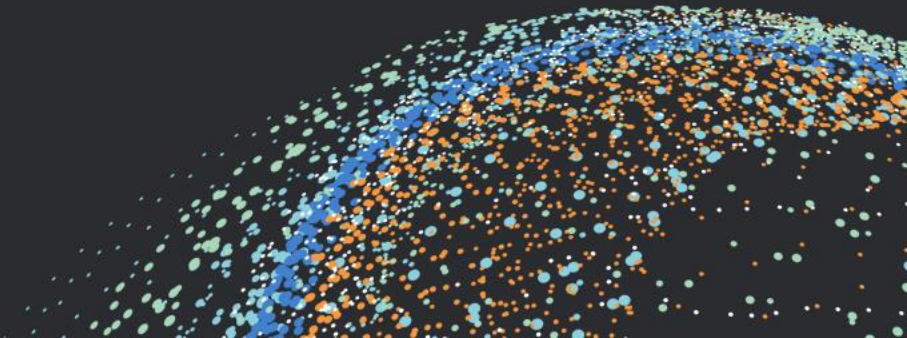


# AI – Hype and Opportunity

And how it can impact maritime



# We are Wilhelmsen

A global maritime company

Providing essential products and services, crew and technical management to the merchant fleet.

We are also developing new opportunities in offshore wind, zero-emission shipping, and marine digitalisation.

Euronext Oslo Børs  
Ticker **WWI and  
WWIB**

Revenue 2024  
**USD 1,1 billion**

Total assets  
**USD 3,7 billion**

Market cap  
**USD 1,5 billion**



# The Hype



# In generative AI we see a large potential that is yet to be realized

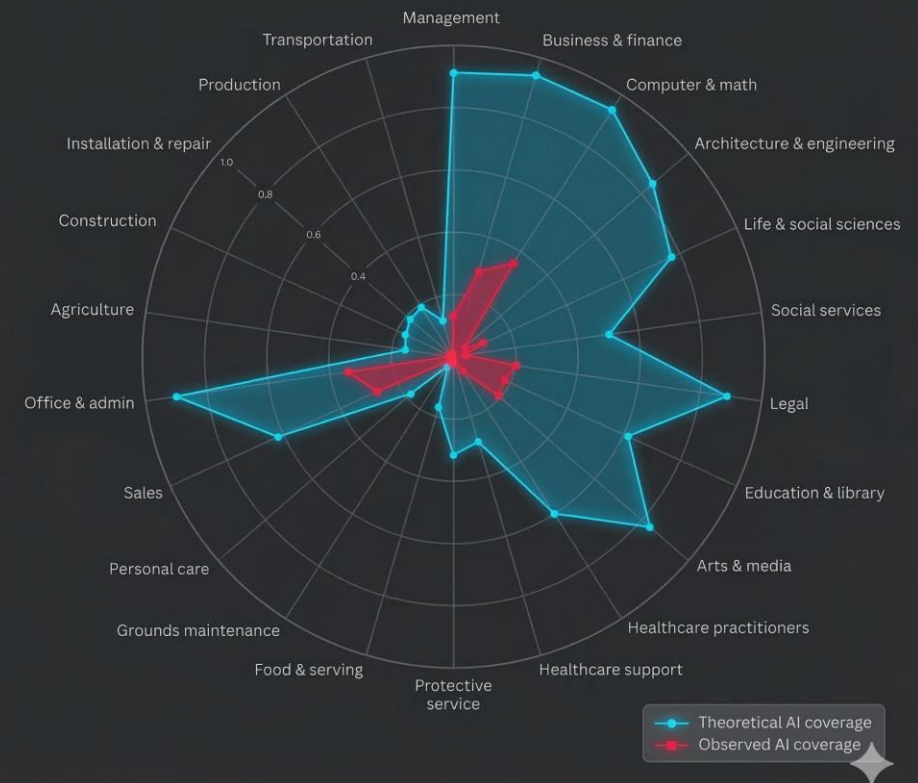


## Computers are getting better at human work

We see fields previously hard for computers to efficiently contribute in becoming the main areas of opportunity due to Generative AI. Some are predicting the demise of entire fields. We see the impact for now being relatively small compared to the theoretical capability as of now.

There are massive investments, just Google, Meta, Amazon, and Microsoft have planned \$700 Bn USD data centre investments in 2026. Some of this builds on the possibility of General Artificial Intelligence

Theoretical capability and observed service usage by occupational category



\*Research by Anthropic (2026)

And we see autonomous AI starting to work



# The Opportunity





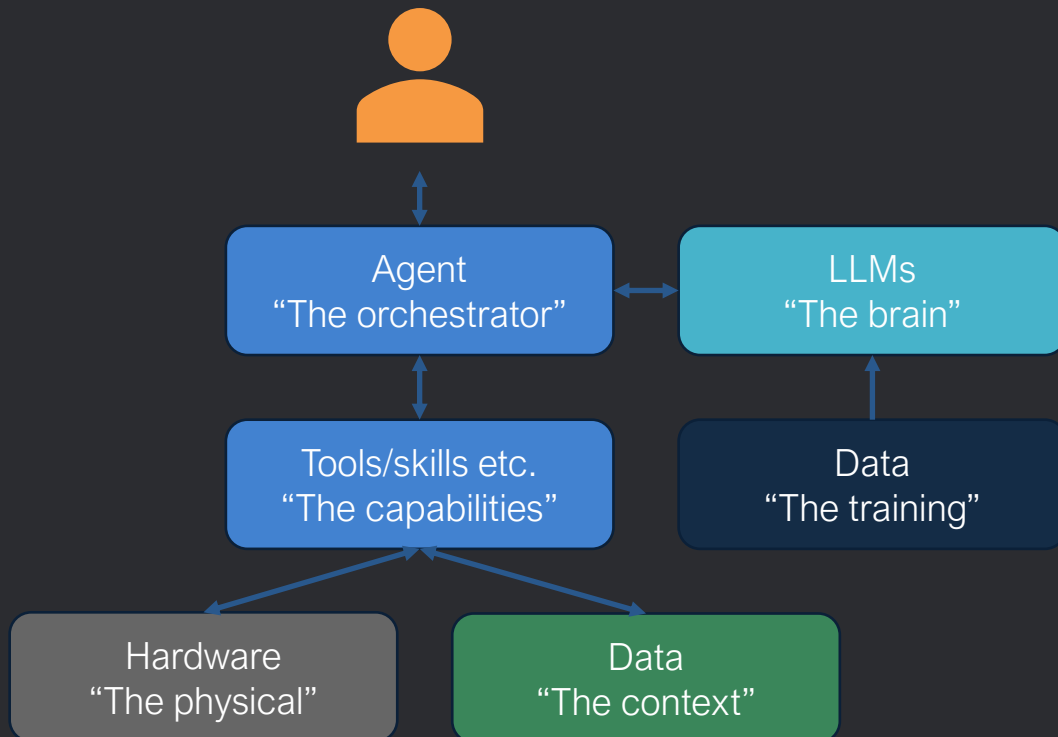
Generative AI is going to be a horizontal enabler

We just have to learn how to use it

# Not everything about AI is AI, but it's all improving



## Typical architecture of agentic AI



## The takeaway

- Any software can become a tool if the software is built right
- Any data can be context or training if the data is good
- LLMs doesn't magically solve the other problems
- A lot of what is progress within applied AI today comes from improvements on the software, other types of AI, and context side
- The workers and how we structure work also needs to change to extract the full benefits

All parts of the architecture is improving. Even in the case that LLMs stall, we will be able to do things we couldn't do before.

Legend:

Software

Gen AI

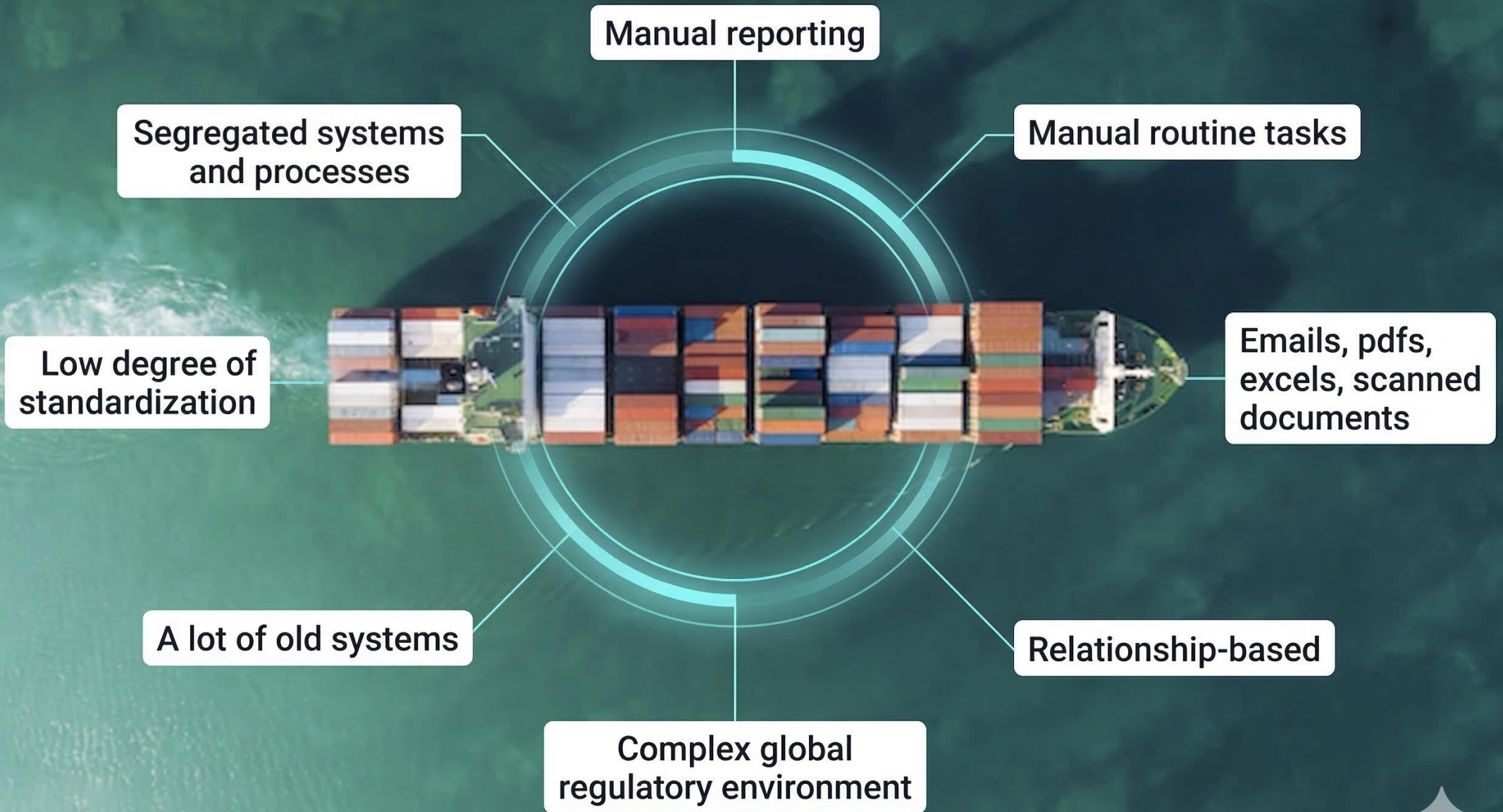
Your data

All data

Workers

Real-world

# KEY CHARACTERISTICS OF A TRADITIONAL SHIPPING OPERATION



# Even if hyped, the direction of Gen AI creates opportunities



## **Cheaper and more available software**

Specialized software will be more easily available, potentially more fitting for maritime use-cases, with the downside of slop

## **Lower barrier to modernize**

As we are using natural language a lot in the industry, technology that generates and understands that is easy to start using

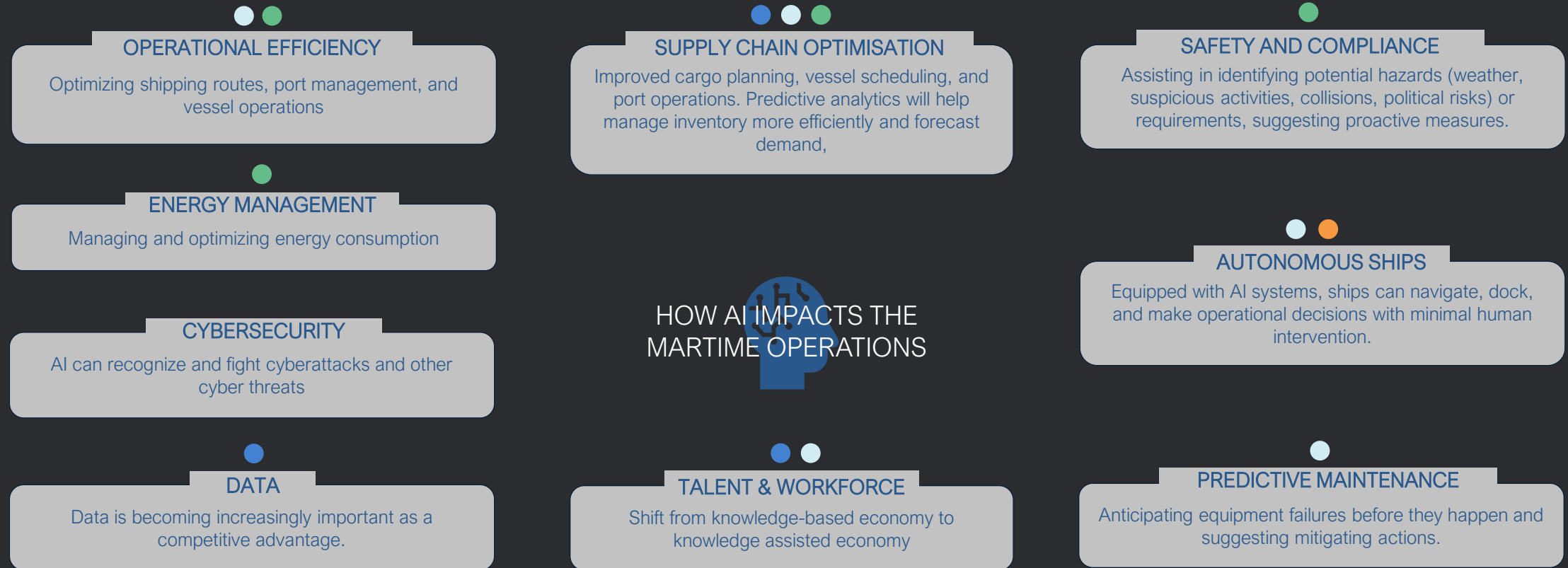
## **Easier analytics**

Simple analytics work is already easier for non-analysts to do, giving more people the capability of acting on a data-informed basis

And if it has a fundamental impact on work, shipping are now in the same place as most other industries



# And within maritime, there are several areas impacted across both more traditional and generative AI





Innovation is a journey, stay curious and sane along the way