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PRESS RELEASE

PARTNERS TO BOOST MARINA MANAGEMENT SOLUTION ACROSS EUROPE AND MEDITERRANEAN

Strategic collaboration expands Marina Master's proven software platform with Praxis Factor's regional infrastructure expertise

Praxis Factor S.A., a telecommunications and network infrastructure company with over 40 years of experience, announced today an exclusive partnership with **Marina Master Ltd.**, a Slovenia-based provider of integrated marina management software. The agreement grants Praxis Factor exclusive distribution rights across Greece, the United Kingdom, Germany, Cyprus, and Malta.

The partnership addresses growing demand for digital transformation in Mediterranean and European marina operations. Marina operators across these markets face mounting pressure to modernize booking systems, automate billing processes, and improve operational visibility—challenges that legacy systems and manual processes can't solve.

"Marina operators tell us they're juggling spreadsheets, dealing with booking conflicts, and spending hours on manual billing," said Despoina Remoundou, CEO of Praxis Factor. "Marina Master's cloud-based platform solves these problems, and through this partnership we're committed to expanding its adoption across key European and Mediterranean markets."

Comprehensive marina management in one platform

Marina Master provides integrated software for berth reservations, customer management, billing automation, operational analytics, total connectivity with external systems, app for marina clients and more. The platform replaces fragmented systems with a unified solution designed for marinas ranging from 50-berth facilities to large-scale commercial operations.

Key capabilities include:

- Real-time berth availability and reservation management
- Automated billing and payment processing
- Customer relationship management tools
- Utilization analytics and revenue reporting
- Mobile access for marina staff and customers
- Integration with existing marina infrastructure

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Local expertise meets specialized software

Under the partnership, Praxis Factor will leverage its four decades of experience in telecommunications and network infrastructure to support Marina Master's software deployment across the region. Praxis Factor will provide local technical support, infrastructure integration services, and market development activities in the designated territories.

Marina Master will provide comprehensive implementation services including system configuration, data migration, staff training, technical training, second-level support, and ongoing software development. The partnership structure aligns both companies' incentives around long-term customer success rather than one-time sales.

"We've seen strong interest in marina management technology across our target markets," said Remoundou. "Our role is to ensure seamless infrastructure integration, provide local technical support, and help marina operators leverage Marina Master's proven platform to transform their operations."

About Praxis Factor S.A.

Praxis Factor is a leading provider of telecommunications and network infrastructure solutions based in Athens, Greece. With over 40 years of industry experience, ISO certification, and GDPR compliance, the company delivers technology solutions across maritime, telecommunications, and infrastructure sectors. Praxis Factor combines technical expertise with deep understanding of Mediterranean market dynamics to help organizations modernize operations through strategic technology partnerships.

For more information, visit www.praxisfactor.com

About Marina Master Ltd.

Marina Master is a family-owned business with more than 33 years of experience in providing state-of-the-art Marina Management Software Solutions worldwide. Cloud-based platforms are driven by customers' needs and are used by marina owners, managers, staff and boaters. Marina Master agile development and support team is guided by professionalism and expert knowledge. Marina Master customers appreciate Marina Master's flexibility, drive and heartiness and identify us as a global leader in the industry.

For more information, visit www.marina-master.com