



Fell<sup>®</sup>  
tech

# Fell Technology OEM & Whitelabel Strategy Brief

INTRODUCTION AND OVERVIEW

MGS

## Background

Fell Tech is a Norwegian technology house specialized in infrastructure connectivity, safety and energy solutions that enable a truly smart tomorrow.

We have long and proven experience and expertise in the development and commercialization of complex connectivity solutions built on large integrated and proprietary hard- and software stacks both for our own brands and OEM or Whitelabel partners.

Built on our experiences from the Marine, Infrastructure and Energy sectors Fell Tech has developed AbraOS, our modular, scalable and vertically integrated technology platform that empowers our partners to deliver next-generation connectivity solutions to their customers.

Our strategic approach relies on collaboration, innovation, and reliability.

By partnering with us, our OEMs and Whitelabel partners gain access to a proven platform including a complete hard- and software suit that can be tailored to their specific needs, ensuring a high level of flexibility and scalability that meets the demands of the ever-evolving market.

## Our Philosophy and Strategic Approach

Our strategic approach revolves around leveraging our AbraOS ecosystem to create a flexible, value-driven environment for our partners.

AbraOS is a complete vertically integrated technology platform that brings together hardware, software, and cloud services to offer a unified, easy-to-integrate technology stack. This vertical integration ensures that all components of the ecosystem work together seamlessly, providing a consistent and reliable experience for both partners, developers and end-users.

By offering this vertically integrated technology stack, AbraOS provides all hard and software components needed to develop and deploy complete smart connectivity solutions or fill the gaps in your solutions on a modular basis.

We understand that our partners need the ability to differentiate their offerings in a competitive market – our technology platform can be customized to align with specific requirements of each partner.

To learn more about our technology platform, existing solutions, and how we can help bring your vision to life, please get in touch with our team.

## Key Points & Value Derived from Partnering with Fell Tech

**Vertically Integrated Technology Platform:** AbraOS is a complete solution that brings together hardware, software, and cloud services to offer a unified, easy-to-integrate technology stack. This vertical integration ensures that all components of the smart ecosystem work together seamlessly, providing a consistent and reliable experience for both partners and end-users.

**Focus on OEM and Whitelabel Customization:** Our technology platform can be customized to align with the branding and specific requirements of each partner. Whether our partners need a fully White labelled product or a co-branded solution, AbraOS offers the flexibility to tailor the experience to meet diverse market demands.

**Market-Ready Solutions with Proven Success:** AbraOS and its associated products are already deployed across multiple markets and use cases. By choosing Fell Technology as a partner, OEMs gain access to a proven, market-ready platform that minimizes development costs and accelerates time to market.

**Rapid Time to Market:** Our established platform and ecosystem allow partners to introduce innovative solutions to the market quickly, without the need for extensive development cycles. This provides a competitive advantage, allowing our partners to respond swiftly to emerging trends and customer demands.

**Scalability and Flexibility:** AbraOS is designed to scale as business requirements grow. Whether deploying a handful of units in a residential building or managing thousands of devices in industrial facilities, our platform can adapt to meet the needs of any deployment. The modular nature of our technology ensures that partners can start small and expand their solutions as market demand grows.

**Robust Security and Compliance:** AbraOS is built with security as a priority, ensuring data protection and compliance with industry standards such as GDPR. Our real-time operating system (RTOS) ensures that all data is handled securely, providing peace of mind for both our partners and their customers.

**Customer Engagement and Satisfaction:** By leveraging our end-user products and Apps, partners can deliver an exceptional experience to their customers and provide intuitive control over smart devices, energy management tools, as well as real-time notification and alarm functionality.

## Vision for OEM and Whitelabel Partnerships

Our vision for OEM and Whitelabel partnerships is to create a thriving ecosystem where our partners can leverage the full potential of AbraOS to deliver unique, differentiated solutions that address the evolving needs of their customers. We believe that the future of smart living lies in adaptability, sustainability, and intelligent automation—and we are committed to empowering our partners to lead this transformation.

By offering a flexible, scalable, and market-ready technology platform, Fell Technology aims to be the go-to partner for OEMs and Whitelabel customers looking to bring cutting-edge connectivity solutions to market.

Our commitment to collaboration, customer-centric innovation, and adaptability ensures that our partners can succeed in delivering value-driven products that improve the lives of their customers.

We invite you to explore the possibilities of partnering with Fell Technology to create next-generation smart solutions.

Together, we can shape the future of connected living, building intelligent systems that are sustainable, reliable, and tailored to the unique needs of each market.

## Partner with Fell Technology

To learn more about our technology platform, existing solutions, and how we can help bring your vision to life, please get in touch with our team.

We are always looking to collaborate and create the next wave of smart living innovations, driven by the power of AbraOS.



### Contact us to explore Partnership Potential:

**Magnus Gunnar Schilling**

*Senior Analyst - Corporate Strategy & Development  
Oslo, Norway Office*

**E-Mail:** [magnu.schilling@felltech.no](mailto:magnu.schilling@felltech.no)

[Explore our AbraOS Technology Platform](#)

[View Investor Relations Updates](#)