

SINAY boosts maritime intelligence platform with MariTrace acquisition

Press release



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Caen, France – Maritime intelligence specialist [SINAY](#) has acquired UK-based vessel tracking platform [MariTrace](#), strengthening the French company's position as an integrated provider of security, operational and environmental intelligence.

The move builds on earlier acquisitions of marine weather analytics provider OpenOcean in 2022 and container tracking service [Safecube](#) in 2024, and represents another step towards combining vessel, cargo and environmental data into a single source of operational intelligence for maritime stakeholders.

CRITICAL INTELLIGENCE PLATFORM

Amid strong market demand for reliable data, MariTrace provides real-time intelligence across maritime security, risk assessment, trade analytics and vessel tracking, with particular strength in the world's highest-risk maritime corridors, including the Strait of Hormuz, the Gulf of Aden and the Red Sea. The platform is used by 100-plus customers across insurance, security, ship-owning, offshore contracting and commodities, and operates in 24 countries worldwide.

SINAY CEO and founder **Yanis Souami** said: "This acquisition fully aligns with our mission to become the leading full end-to-end supply-chain visibility platform in the maritime industry. By bringing together vessel tracking, cargo visibility and environmental intelligence, we are giving customers the tools they need to make better-informed operational and commercial decisions in an increasingly complex risk environment."

STRATEGIC SYNERGIES

[Safecube](#) already enables SMBs to track their containers with ease, centralising shipment data and delivering automated alerts for ETAs and key events. Integrating MariTrace's vessel tracking with Safecube's container-level visibility gives customers a unified view that links cargo to its carrier, enriched with risk intelligence and more accurate ETA predictions.

At the same time, SINAY's expertise in environmental monitoring – including CO₂ emission calculators and underwater noise assessment tools – provides an additional environmental compliance layer for MariTrace's customer base of vessel owners, offshore contractors and insurers, alongside existing security and risk data.

MariTrace CEO and Co-founder **Thomas Owen** said: "Joining SINAY allows us to expand our offering by combining our risk and tracking capabilities with a broader set of data and analytics. Together, we can deliver deeper insight into both operational risk and performance."

Founded in 2008, SINAY has grown into an international provider of maritime data intelligence, with 130 employees, EUR 10m in annual revenue and EUR 12m raised from international investors.

About MARITRACE

MariTrace is a global maritime intelligence and data innovator, with an intuitive map interface that can be enhanced with a variety of different data overlays and ship-tracking data. Monitoring hundreds of thousands of vessels worldwide – from tugs and tankers to yachts and cruise ships – MariTrace uses a wide network of satellite and terrestrial AIS receivers, generating over 20 million data points hourly, providing industry-leading insight into data attributes of vessels.

Additionally, MariTrace analyses more than 100,000 individual cargo movements every month. This rich dataset, combined with traditional tracking data, provides comprehensive coverage of global shipping activity - enabling the development of unique market insights, from economic intelligence and investment opportunity identification to the monitoring of individual vessels or entire industry sectors. The company's workforce is currently split between the UK and Thailand.

About SINAY

SINAY is a global leader in ocean data intelligence, revolutionising maritime industries through sustainable innovation and advanced AI-driven solutions. Founded on the principle that technological advancement and ocean preservation must work hand in hand, we provide comprehensive data analytics platforms that enable maritime stakeholders to make smarter, more sustainable decisions.

Our end-to-end platform combines real-time environmental data, advanced artificial intelligence, and field expertise to deliver purpose-built solutions across three core verticals: fishery monitoring, offshore energy, and maritime logistics. From fisheries observers and Remote Electronic Monitoring (REM) to metocean analytics and environmental impact assessment, Sinay empowers companies to optimize operations while protecting ocean biodiversity.

With proven expertise in field data collection, acoustic and visual monitoring, and regulatory compliance, we serve clients worldwide who seek to balance operational efficiency with environmental responsibility. Sinay proudly supports five United Nations Sustainable Development Goals, demonstrating our commitment to creating measurable impact for both business performance and planetary health.

As maritime industries face increasing pressure to adopt sustainable practices, Sinay stands at the intersection of innovation, environmental stewardship, and commercial success, transforming ocean data into actionable intelligence for a more sustainable blue economy.

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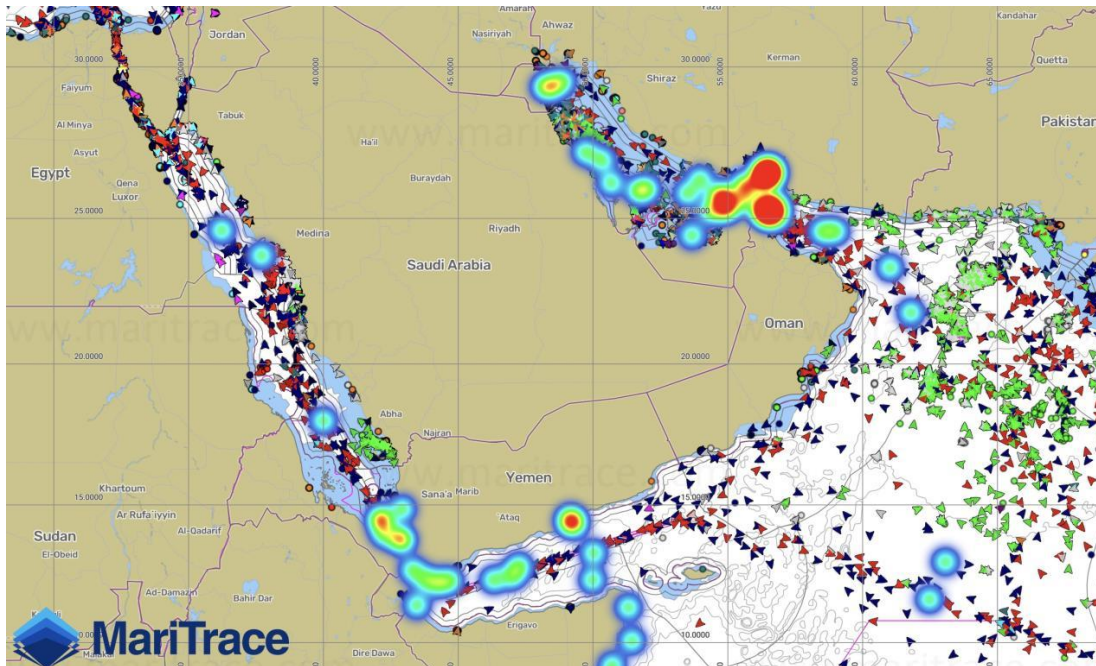
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(From left) Yanis Souami, CEO and founder of SINAY; Thomas Owen, CEO and founder of MariTrace; David Lelouvier, COO and Managing Director at SINAY; and Simon Rathbone, Director of Software Development at MariTrace



Screenshot showing MariTrace vessel tracking platform