



Real Safety 2024 Round-Up Newsletter

A Year of Growth, Expansion, and Global Impact

As we wrap up 2024, we take a moment to reflect on the incredible progress we've made this year.

From strengthening our presence in key industries to making important steps toward our sustainability goal, every accomplishment is rooted in our commitment to safety, service, and people.

This year-end newsletter highlights the key moments of the year —milestones reached, partnerships strengthened, and achievements made possible by our team and clients.

Here you'll find:

- **A message from our CEO and Board of Director:**
- **Expanding Our Global Impact**
- **Exhibition Highlights**
- **Our Green Transition Journey**
- **Welcoming New Talent:** Welcoming talented new members to the team
- **Looking Forward:** Our Vision for the Future

A Message from Our CEO and Board of Directors



Torben Farup, CEO

"2024 has truly been an amazing year for Real Safety. We've strengthened our commitment to delivering safe and effective solutions, expanded our global footprint, and taken important steps toward our green transition goals. I want to personally thank our clients for their trust, our team for their hard work and dedication, and our partners for their ongoing support—none of this would have been possible without you. As we look ahead into 2025, our goal is simple and clear: to keep providing safety solutions that ensure everyone goes home safe every day."



Jon Helge Leren, Co-Owner & Board of Directors

"Looking back on this year, I'm incredibly proud of everything we've achieved at Real Safety. We've truly solidified our position as a global leader in anti-slip safety solutions while making real progress toward green transition initiatives. It's been inspiring to witness the passion of our team as we work to make workplaces safer and deliver solutions that truly meet our client's needs. Thank you to everyone—our clients, team, and partners—who have been part of this journey. Together, we'll keep positively impacting in the years ahead."

Expanding our Global Impact

2024 Achievements

Real Safety continued its dedication to providing effective safety solutions worldwide in 2024. This year, we have made great progress in expanding our global presence, bringing our solutions to new and key industries worldwide. We achieved over 39% growth in comparison to 2023.

Here are some highlights:

- We successfully supplied and installed safety solutions for 72 vessels and barges in the UAE, marking a key milestone in our regional growth.
- We delivered our trusted anti-slip safety solutions to Bruce Power, one of the world's largest nuclear power plants in Ontario, Canada, ensuring safe and reliable operations at this critical energy facility.

We are proud of these accomplishments and look forward to continuing to support industries worldwide with our cutting-edge safety solutions.

Exhibition Highlights

In 2024, we showcased our anti-slip safety solutions at some of the world's most important exhibitions. These events allowed us to meet incredible people, share ideas, and strengthen our presence in key industries.

- **Offshore Energy** (Amsterdam, Netherlands)
- **ADIPEC** (Abu Dhabi, UAE)
- **FoodTech** (Herning, Denmark)
- **Arbeitsschutz Aktuell** (Stuttgart, Germany)
- **FLID Havnemesse** (Vingsted, Denmark)

A photograph of several wind turbines on a beach at sunset. The sky is a mix of blue and orange, and the water is calm. The turbines are silhouetted against the sky. The image is framed by a thick orange border.

Our Green Transition Initiatives

At Real Safety, sustainability is more than a goal — it's at the core of everything we do. From the beginning, we've recognized that while providing safe, reliable solutions is crucial, our larger mission is to create a lasting positive impact on both people and the planet.

Step by step, we're making progress toward fulfilling this vision. This year, we took an important step forward in our journey. We solidified our goal and commitment to the green transition, ensuring sustainability is integrated into our operations. Here's a key step in our journey:

- **Ann Le**, one of our dedicated team members, earned a **Mini MBA in Sustainability Management** at AROS Business Academy, marking an educational milestone and a reflection of our collective dedication to enhancing our capabilities and deepening our positive impact.

Our mission is clear — to deliver safety solutions that are both effective and environmentally responsible.

Real People Real Service: Welcoming New Talent

This year, the Real Safety team was fortunate to welcome two incredible individuals whose skills, creativity, and passion are already making a meaningful difference:



Anna Tsantekidou, Graphic Designer:

As a talented multimedia design student, Anna has brought fresh perspectives and innovative ideas to our branding and communication efforts. Her creativity and keen eye for detail are helping us share the Real Safety story in resonating ways.



Gert Bo Kristensen, Technical Solutions Specialist:

With an impressive background working with global leaders like Vestas, Siemens, and Ørsted, Gert brings significant knowledge and expertise to help us deliver tailored safety solutions to our clients.

Their contributions align with Real Safety's focus on delivering high-quality solutions through teamwork and dedication. Anna and Gert are valuable additions to the team, bringing skills that strengthen our ability to meet safety challenges and support our ongoing growth as a company.



Looking Forward to 2025: Our Vision for the Future

As 2025 approaches, exciting opportunities lie ahead for Real Safety. Guided by our commitment to excellence and safety, our vision will continue to align with our mission. Our focus will be on:

- **Expanding Global Impact:** Strengthening relationships and partnerships with industry leaders worldwide to make a greater difference in creating safer working environments.
- **Delivering Advanced Safety Solutions:** We continuously improve our solutions to address evolving safety challenges and ensure safer, more efficient workplaces across diverse industries.
- **Advancing Sustainability:** Building on our ongoing efforts to support a greener future, taking actionable steps toward a more environmentally responsible approach in products and operations.

Thank you for your trust and support. Together, we will continue to shape the future of safety, ensuring that workplaces worldwide are safer, more efficient, and more eco-friendly.

Season's Greeting From the Real Safety

As we close out 2024, we want to express our heartfelt gratitude to all our clients, partners, and team members. Your trust, support, and collaboration have been invaluable to us, and we truly appreciate the strong relationships we've built together.

Real Safety wishes you a safe, joyful, and peaceful holiday season. We look forward to an exciting 2025, where we will continue to make workplaces safer for everyone.

With warm wishes,

The Real Safety Team

