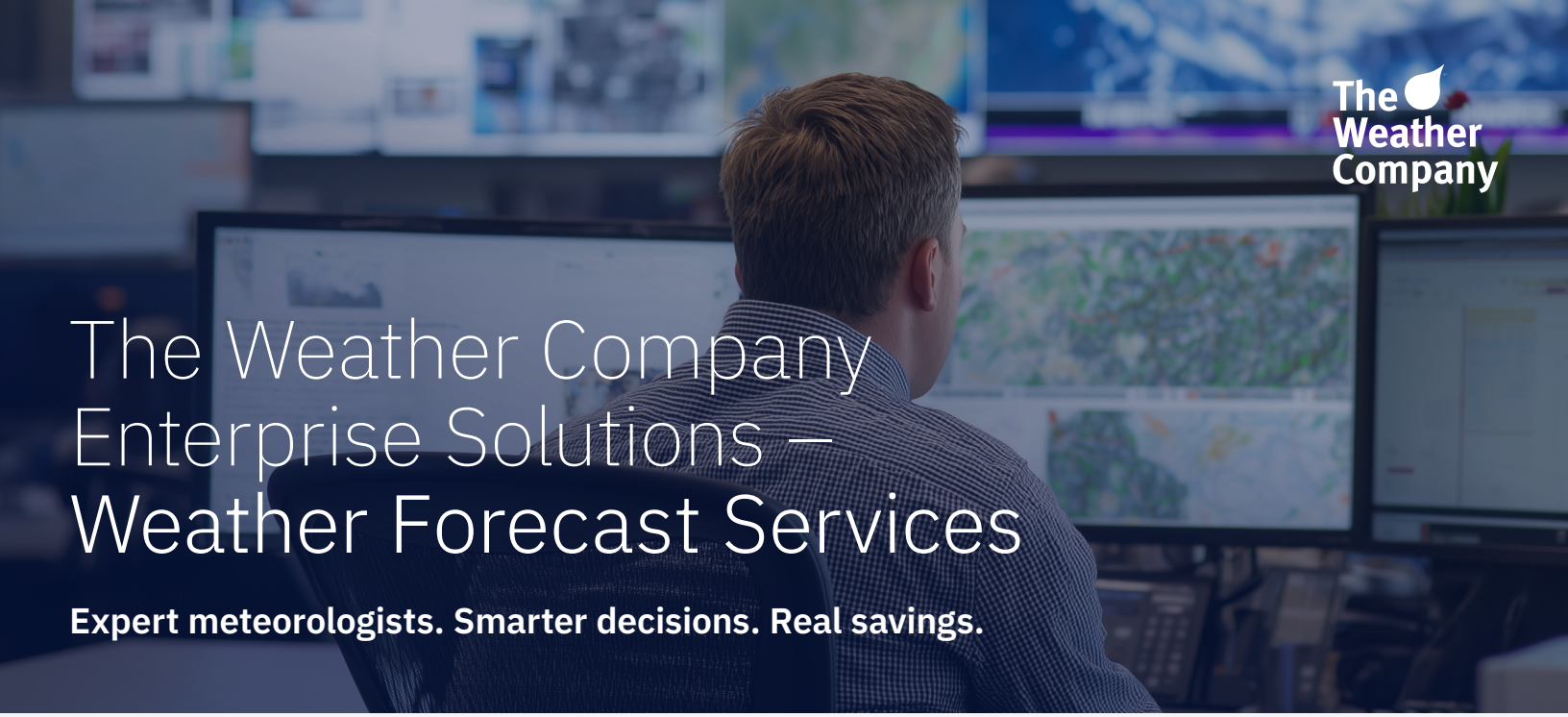

The Weather Company Enterprise Solutions — Weather Forecast Services

Expert meteorologists. Smarter decisions. Real savings.

Every day, organizations without in-house meteorologists face critical weather decisions: Reroute the shipment? Adjust energy loads? Delay the flight? When teams rely on consumer weather apps and forecasts without context, they're gambling with safety, operational efficiency, and millions in potential losses.

The Weather Company's Weather Forecasting Services delivers confidence when it matters most. We don't just provide data — we provide dedicated meteorologists who become an extension of your team. From on-call expertise during severe weather events to scheduled briefings that optimize daily operations, you get the right insights at the right time from professionals who understand your business.

Proven accuracy. Trusted expertise. 24/7/365 availability.

As the world's most accurate forecaster,[1] The Weather Company serves critical industries worldwide — aviation, energy, government, agriculture, insurance, and more.

When weather threatens your operations, you need more than data. You need decision-grade intelligence from professionals who understand what's at stake.

Benefits of Weather Forecasting Services

- **Proactive operations:** Stay ahead of weather impacts with expert briefings, ad hoc on-call support, or embedded met services.
- **Enhanced safety:** Protect people and assets with meteorologist-guided decisions, especially during critical events.
- **Reduced costs:** Minimize weather-related disruptions, delays, and inefficiencies.
- **Improved confidence:** Lean on human expertise, interpreting and making sense of complex conditions for your specific operational needs.
- **24/7/365 coverage:** Tap into global meteorological support across time zones and geographies, with offices located in five global hubs:
  - Atlanta, GA
  - Andover, MA
  - Birmingham, UK
  - Seoul, KR
  - Tokyo, JP

Met consulting: Three primary service types

Embedded meteorologist support: Add dedicated meteorology support with onsite experts embedded directly in your operations center. These mets deliver ongoing, real-time weather consultation for impactful weather and beyond.

Scheduled services: Maintain a consistent pulse on weather impacts, delivered on a regular cadence and timing commitment, making preparation and annual planning more straightforward.

Ad hoc services: Get access to on-demand (unscheduled) support whenever required for specific weather situations — like major hurricane landfall, severe weather / winter outbreaks — impacting your operations.

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[1] *ForecastWatch, Global and Regional Weather Forecast Accuracy Overview, 2021-2024, commissioned by The Weather Company*

Scheduled met consulting services

Daily Weather Outlook

Provides a text weather synopsis, tabular data, maps for key site locations, and forecast variables critical to operations, including:

- Temperature
- Wind speed
- Precipitation (rain, ice, and snow)
- Fire activity (risk for wildfires)
- Severe weather
- Tropical activity

Daily Weather Outlook Alerts (supplemental with daily or weekly outlooks)

Hourly & daily forecasts may include key alert thresholds defined by the client, including:

- **Extreme cold / hot temperatures:** Temperature forecasts for the next seven days, until the threat has passed
- **Severe weather threats:** Risk for severe thunderstorms (tornadoes, hail, wind, lightning)
- **Fire weather risk:** Conditions conducive for wildfires and for how long
- **Tropical risk:** Potential zones of development and updated forecast tracks impacting assets or territories
- **High winds:** Sustained wind and wind gusts which exceed given criteria and duration
- **Precipitation (rain, snow, ice):** Includes flooding risk, risk of ice accumulation, or snow accumulation hourly rates or depth

Weekly Preparatory Briefing

Report provided at the start of each week, including a text-based outlook over the next seven days for relevant weather affecting territory and key sites. Includes imagery and tabular data.

Four Week Summary (for longer-range needs)

Report provides a summary of past and future conditions, combining a text-based review of the previous week with a seasonal outlook for weeks two through four.

Add-ons:

- **Aviation operations:** A robust suite of services tailored for global carriers or localized operations; providing expert guidance including terminal and enroute analysis, irregular operations (IROPS) support, and regulatory compliance; meeting FAA guidelines for Enhanced Weather Information Systems (EWINS)
- **Marine operations:** Critical intelligence for sea conditions and tropical activity affecting marine operations, including real-time monitoring of shifting oceanic conditions and tracking for route optimization

Ad hoc met consulting services

Severe Weather Briefings

Within two-hours notice, this customized briefing for your territory highlights weather impacting your area (on-call via either email, phone, or a web conference). This will be in conjunction with a detailed forecast report covering the event in question and related impacts to your business.

Examples include:

- **Winter Weather:** Early insights into the potential impacts of disruptive winter storms, interacting directly with The Weather Company's meteorologists on snow and ice intensities, event timing, winds, temperatures, and confidence levels
- **Tropical Weather:** Detailed intelligence includes forecast track of development areas, active tropical storm / hurricane tracks, start / stop times of key wind thresholds, surge risk, and forecast rainfall amounts

Verification of Severe Weather Events

Within one week of a major severe weather event, this comprehensive briefing provides a verified account of impacts across your territory, including:

- **Winter Weather:** Observed snow and ice amounts, observed wind gusts (combination of government and TWC observations)
- **Tropical Impact Analysis:** Observed, finalized track of tropical storm and hurricane, including wind gusts and duration, observed rainfall totals

Scenario Planning

Meteorologists will prepare and be directly involved in "drills" for the unexpected with expert-led simulations for future severe weather events — generating example scenarios for teams to run-through ("what-if" scenarios, response protocols, etc.).

Exception-Based Alerts (without scheduled outlooks)

Separate standalone alert reports (if not subscribed to a daily or weekly outlook) for key weather thresholds impacting company assets (defined by your team), including: prolonged events (heat waves, cold spells), severe weather threats, fire risk, tropical risk, high wind and precipitation thresholds.

Verification for Damage Assessments

For reporting purposes, meteorologists will perform forensic analysis to indicate which specific storm event likely caused related damage and impacts to infrastructure, including documented evidence needed for insurance claims and internal audits.

24/7/365 Support

Quick confirmation or "confidence check" on weather in your area for around-the-clock clarity and immediate situational awareness providing:

- **Instant Phone Consultations:** Direct access to a meteorologist who is already familiar with your specific territory and operational thresholds for immediate decision support
- **Rapid Email Response:** Guaranteed email guidance within two hours, providing a written "second opinion" to validate your high-stakes operational choices
- **Global Situational Awareness:** Our "follow-the-sun" model, provides an expert that is always awake and monitoring the conditions affecting your domestic or international assets

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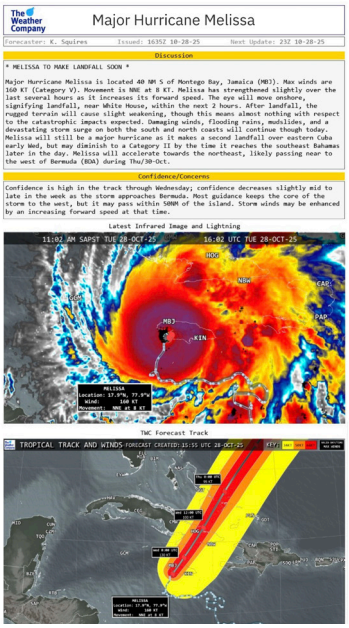
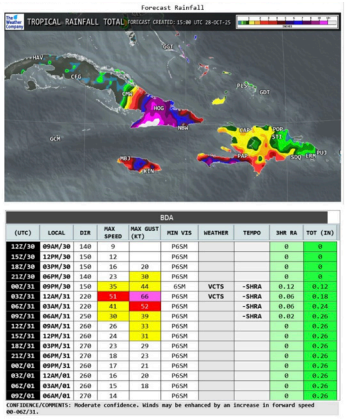
Example Reports

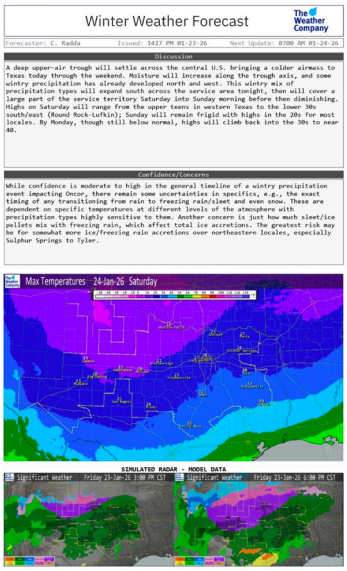
Aviation Report

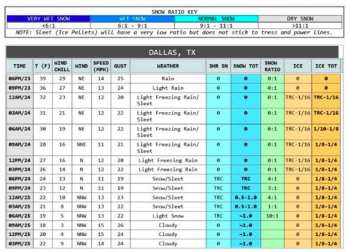




Tropical weather briefing (Hurricane Melissa), featuring detailed discussion and confidence insights, latest infrared image and lightning, forecast track, forecast rainfall, and detailed report for L.F. Wade International Airport in Bermuda

Energy Report





Winter weather briefing for Texas region, featuring detailed discussion and confidence insights, maximum temperatures, simulated radar, and snow ratio table for Dallas

The Weather Company difference

Proprietary forecast methodology

The Weather Company combines an extensive array of public and proprietary data with advanced automated forecasting technology, including GRAF™ — one of the only hourly-updating, high-resolution global models to provide critical operational guidance.

Our Human-Over-the-Loop (HOTL) approach uniquely blends cutting-edge AI with seasoned meteorologist judgment. Over 100 expert forecasters provide the context, refinement, and tactical insights that only human experience can offer and that your operations require.

Verified performance

Our meteorologists undergo routine forecast verification using a systematic real-time feedback system that tracks:

- Accuracy by location and time period
- Areas requiring improvement and focused training
- Individual meteorologist performance

Leading-edge R&D

The Weather Company actively engages with the meteorological research community to identify emerging technologies and build what's next. Our R&D investments focus on:

- Convective weather and severe storm detection and prediction
- Longer-range seasonal forecasting for annual risk assessments
- Contextual insights on weather's impact to fluctuations in product demand and infrastructure vulnerabilities

Weather impacts your operations every day — from safety protocols to efficiency and your bottom line. You need meteorological expertise you can trust.

Contact us today to discuss how our meteorologists can support your specific operational needs.

Contact The Weather Company data & intelligence team →

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