

The US\$150 billion container shipping market is becoming increasingly volatile. Fortunes are being won and lost through the recurring business cycles, creating deeper uncertainty across the entire container freight shipping community.

Traditionally opaque, this industry has provided little guidance on its economic drivers to customers, suppliers, lenders and general observers – leading to severe price volatility and capacity swings.

BoxTradeIntelligence changes the landscape.

Objective

BoxTradeIntelligence is a powerful, independent information set designed with the objective of providing unprecedented insight into the container shipping industry.

Primary source data has been compiled and refined for over 20 years by MDS Transmodal and is now enhanced with executive container shipping industry insight and leading analytics.

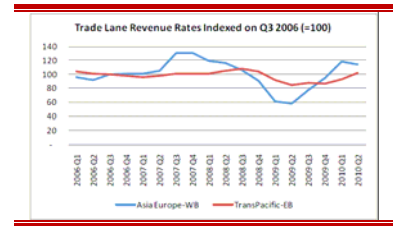
BoxTradeIntelligence is at the forefront of container shipping market information.

Users

Previously for the sole and proprietary use of large public and private sector projects, this information is now being made widely available.

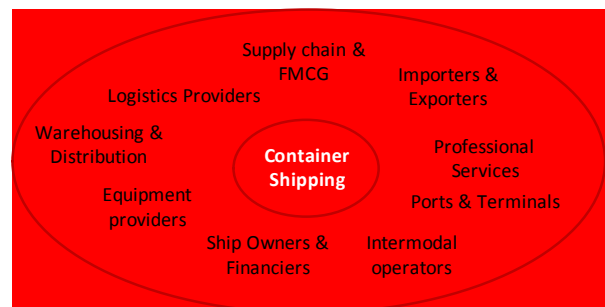
BoxTradeIntelligence positions itself for the widest audience of participants in the container shipping industry.

The information is of use for cargo owners (importers & exporters), freight forwarders, logistics solutions providers, carriers, terminal operators, port authorities and landside / short sea operators – anyone who can improve their business by greater understanding of the drivers of container shipping.



Powerful, impartial insight into the container shipping market

Useful for all parties in the container shipping industry



Products

Global Container Demand

3,000 commodities to/from 240 countries for the past 20 years, and forecasted well into the future

Global Containership Supply

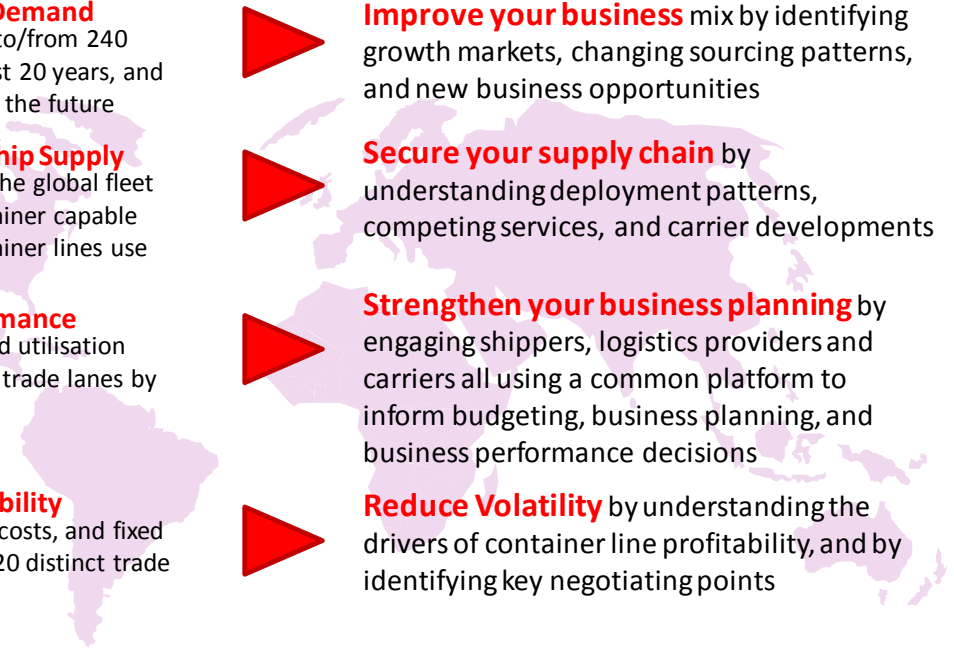
Not only details of the global fleet of over 10,000 container capable ships, but how container lines use that capacity

Trade Lane Performance

Supply, demand, and utilisation levels for 20 distinct trade lanes by direction

Trade Lane Profitability

Freight rates, direct costs, and fixed costs and yields for 20 distinct trade lanes by direction



Improve your business mix by identifying growth markets, changing sourcing patterns, and new business opportunities

Secure your supply chain by understanding deployment patterns, competing services, and carrier developments

Strengthen your business planning by engaging shippers, logistics providers and carriers all using a common platform to inform budgeting, business planning, and business performance decisions

Reduce Volatility by understanding the drivers of container line profitability, and by identifying key negotiating points

Global, timely and reliable

Demand

Estimated containerised demand is produced for over 3,000 commodities for 240 countries' imports and exports. This information is available in both volume (TEU & Tonnes) and declared cargo value from 1996.

Additionally, each commodity for every country to/from country trade lane is forecasted out in banded periods from 2-20 years, establishing reliable industry forecasts.

BoxTradeIntelligence performs this detailed level of analysis and forecasting.

Supply

Capacity to carry the 100+ million TEU transported every year is provided by 10,000 container capable vessels deployed on 600+ services.

In order to understand the drivers of the industry, it is essential to obtain information on the supply of container ships, their deployment and carrying capacities – all offered by **BoxTradeIntelligence**.

Historic and forecasted container flows for over 3,000 commodities across 240 countries

10,000 container ships, deployments, and capacities

Trade Lane Performance

Information on world-wide container supply and demand is key to opening up transparency into the industry. At a global level, estimating containership supply, volume demand and utilisation of capacity is straightforward and widely published.

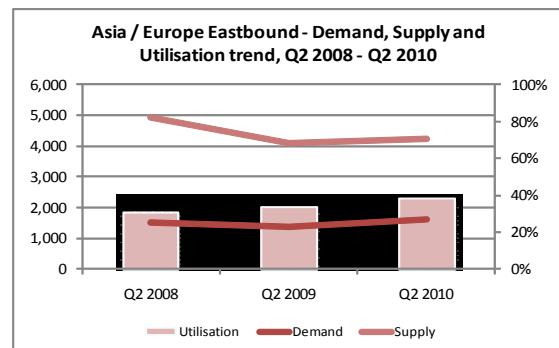
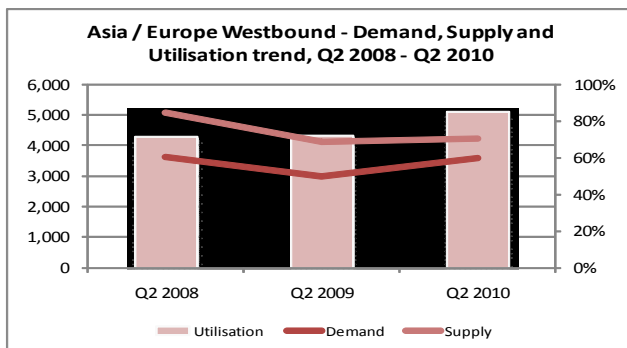
Traditionally, the greater the level of detail the more difficult it becomes to understand how container lines use their capacity to service demand – hence accurate pictures beyond a summary level of the major trade-lanes have up to now, not been achieved.

BoxTradeIntelligence has been able to dissect the industry to provide demand, supply and utilisations for 20 trade lanes around the world, including all transshipment and wayport flows.

Detailed supply, demand and utilisation levels on 20 distinct global trade lanes

An Illustration: Trade Lane Performance – Asia Europe

| Loaded Maritime TEU ('000s) | Asia / Europe Westbound | | | Asia / Europe Eastbound | | |
|-----------------------------|-------------------------|------------|------------|-------------------------|------------|------------|
| | Q2 2008 | Q2 2009 | Q2 2010 | Q2 2008 | Q2 2009 | Q2 2010 |
| Demand | 3,616 | 2,977 | 3,595 | 1,519 | 1,385 | 1,624 |
| Supply | 5,072 | 4,133 | 4,238 | 4,923 | 4,090 | 4,231 |
| Utilisation | 71% | 72% | 85% | 31% | 34% | 38% |

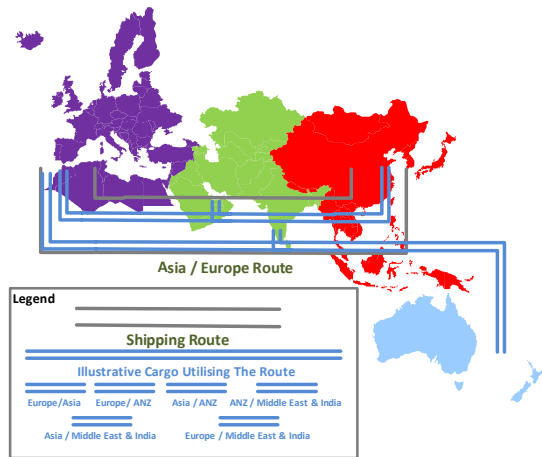


Asia / Europe Westbound

| Trade Lane TEU ('000s) | Q2 2010 | | | Q2 2009 | | | Development - Q2 2010 v. Q2 2009 | | |
|---------------------------------|--------------|--------------|-------------|--------------|--------------|-------------|----------------------------------|-----------|-------------|
| | Demand | Supply | Utilisation | Demand | Supply | Utilisation | Demand | Supply | Utilisation |
| China Centre / Mediterranean | 336 | 547 | 61% | 257 | 488 | 53% | 31% | 12% | 17% |
| China Centre / North Europe | 859 | 956 | 90% | 420 | 772 | 54% | 104% | 24% | 65% |
| China North / Mediterranean | 122 | 136 | 90% | 124 | 138 | 90% | -2% | -2% | 0% |
| China North / North Europe | 252 | 280 | 90% | 231 | 295 | 78% | 9% | -5% | 15% |
| China South / Mediterranean | 228 | 254 | 90% | 193 | 214 | 90% | 18% | 18% | 0% |
| China South / North Europe | 484 | 561 | 86% | 414 | 578 | 72% | 17% | -3% | 20% |
| North Asia / Mediterranean | 201 | 223 | 90% | 174 | 199 | 87% | 16% | 12% | 3% |
| North Asia / North Europe | 386 | 429 | 90% | 481 | 534 | 90% | -20% | -20% | 0% |
| South East Asia / Mediterranean | 349 | 401 | 87% | 283 | 427 | 66% | 23% | -6% | 31% |
| South East Asia / North Europe | 379 | 453 | 84% | 400 | 487 | 82% | -5% | -7% | 2% |
| Total | 3,595 | 4,238 | 85% | 2,977 | 4,133 | 72% | 21% | 3% | 18% |

Source: World Cargo Database, 20.08.2010

Through our unique methodology we are able to identify how the container freight shipping industry utilises its capacity across the network to service demand – including accounting for wayport regions and transshipment cargo joining a shipping route.



Trade Lane Profitability

Knowledge of the historic and forecasted supply and demand combined with container line market-shares is extremely powerful for managing business throughout the container shipping business cycle.

However, to gain the deepest understanding of the decision drivers of the industry, one must also examine where the profits & losses of the industry are made.

Those container lines who publish their financial results provide needed insight into their performance. Yet, there is no industry benchmark to compare the profitability by business segment.

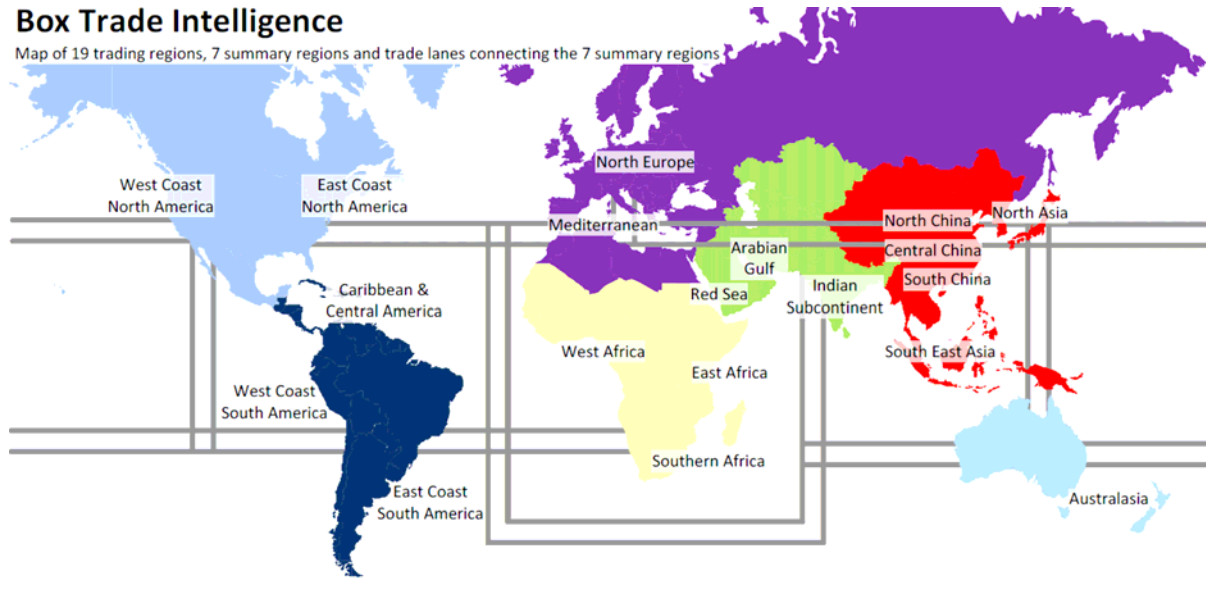
BoxTradeIntelligence presents profitability information for 20 global trade lanes.

Port to port
profitability from
2006 to present for
20 world-wide trade
lanes

Trade Lane: Asia Europe Quarter 2

| | 2008 | | 2009 | | 2010 | |
|----------------------|----------------|-------------|-------------------|-------------|------------------|-------------|
| Volume | TEU | Utilisation | TEU | Utilisation | TEU | Utilisation |
| Eastbound | 1,519,205 | 31% | 1,384,878 | 34% | 1,624,173 | 38% |
| Westbound | 3,615,965 | 71% | 2,977,440 | 72% | 3,595,430 | 85% |
| Total | 5,135,171 | 51% | 4,362,318 | 53% | 5,219,604 | 62% |
| Revenue | US\$000s | US\$/TEU | US\$000s | US\$/TEU | US\$000s | US\$/TEU |
| Eastbound | 1,597,978 | 1,052 | 887,522 | 641 | 1,669,637 | 1,028 |
| Westbound | 7,059,336 | 1,952 | 2,663,578 | 895 | 7,216,610 | 2,007 |
| Total | 8,657,314 | 1,686 | 3,551,100 | 814 | 8,886,247 | 1,702 |
| Direct Costs | US\$000s | US\$/TEU | US\$000s | US\$/TEU | US\$000s | US\$/TEU |
| Operational Handling | 1,364,830 | 266 | 1,178,355 | 270 | 1,376,531 | 264 |
| Container Hire | 528,234 | 103 | 458,037 | 105 | 527,154 | 101 |
| Total Direct Costs | 1,893,064 | 369 | 1,636,392 | 375 | 1,903,685 | 365 |
| Contribution | 6,764,250 | 1,317 | 1,914,708 | 439 | 6,982,561 | 1,338 |
| Vessel / Port Costs | US\$000s | US\$/TEU | US\$000s | US\$/TEU | US\$000s | US\$/TEU |
| Vessel Charter | 1,879,408 | 366 | 1,079,520 | 247 | 1,281,368 | 245 |
| Bunkers | 2,835,839 | 552 | 1,252,519 | 287 | 1,612,475 | 309 |
| Port & Canal | 578,619 | 113 | 500,232 | 115 | 522,539 | 100 |
| Total Vessel Costs | 5,293,866 | 1,031 | 2,832,271 | 649 | 3,416,383 | 655 |
| Overheads | 1,074,899 | 209 | 916,791 | 210 | 1,043,263 | 200 |
| Yield | 395,485 | 77 | -1,834,355 | -420 | 2,522,916 | 483 |

Geographic Overview



Competitive Advantage

Customers of **BoxTradeIntelligence** have significant advantage over their competitors. Armed with this information, our customers: -

- ◆ Obtain earlier insights due to our ability to publish a full quarter's information weeks after quarter end
- ◆ Improve business performance through benchmarking against detailed market information
- ◆ Reduce negotiating time and noise by engaging all the players in the container freight shipping community on a common information platform
- ◆ Reduce uncertainty and risk by being well informed about drivers and decision making. By using our information platform a stable, long term supply chain can be secured

Knowledge is power,
armed with this
information clients
achieve better deals
and service

Our Unique Edge

Independent of other industry information sources, **BoxTradeIntelligence** produces management friendly insights into the container shipping industry. Wherever possible we avoid indices, preferring actual data that is recognisable and actionable.

No other combination of rich data, leading analytic methodologies and executive industry expertise exists in the market today.

About us

BoxTradeIntelligence is a joint venture between senior container shipping executives and MDS Transmodal, utilising MDS Transmodal's proven, robust datasets to create the most powerful intelligence into container shipping in the market.

MDS Transmodal has been collecting, refining and analysing this data for over 20 years, and has brought these potent insights to bear in major consulting projects for governments and private investors. Many significant decisions have been made utilising this highly credible data.

Senior container shipping executives have further enhanced the analysis of the data. The presentation of these analyses enables decision makers to apply them seamlessly in their management process, saving valuable time in reconciling and interpreting data from different sources.

Our aim is to provide digestible and actionable information on the prospects, challenges and drivers of the container shipping industry.

Our belief is such unprecedented transparency will promote better business, more efficient services and greater stability to the benefit of the entire community.

For more information

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Two decades of refinement and insights has delivered the most powerful set of information in the market
