Leadership Experience Example

- Customer is a Retail industry shipper with 100,000 TEU shipped annually
- Customer with Xeneta 3 years
- Solution scope: Gold Service: Leadership Experience
- 4 readouts/year

XENETA

Company Name

Leadership Experience Ocean

Q1 2025

February 2024

Today's Agenda

Part 01:
Executive Summary

Executive Summary

Analysis of xxx's performance shows that you are 4% above the market average, placing it in the fourth quartile of the Retail industry.

Performance at 4% above market average

All suppliers offering rates above market average and your peers

To review rates with all supplier and push towards the market average

Corridor Highlights

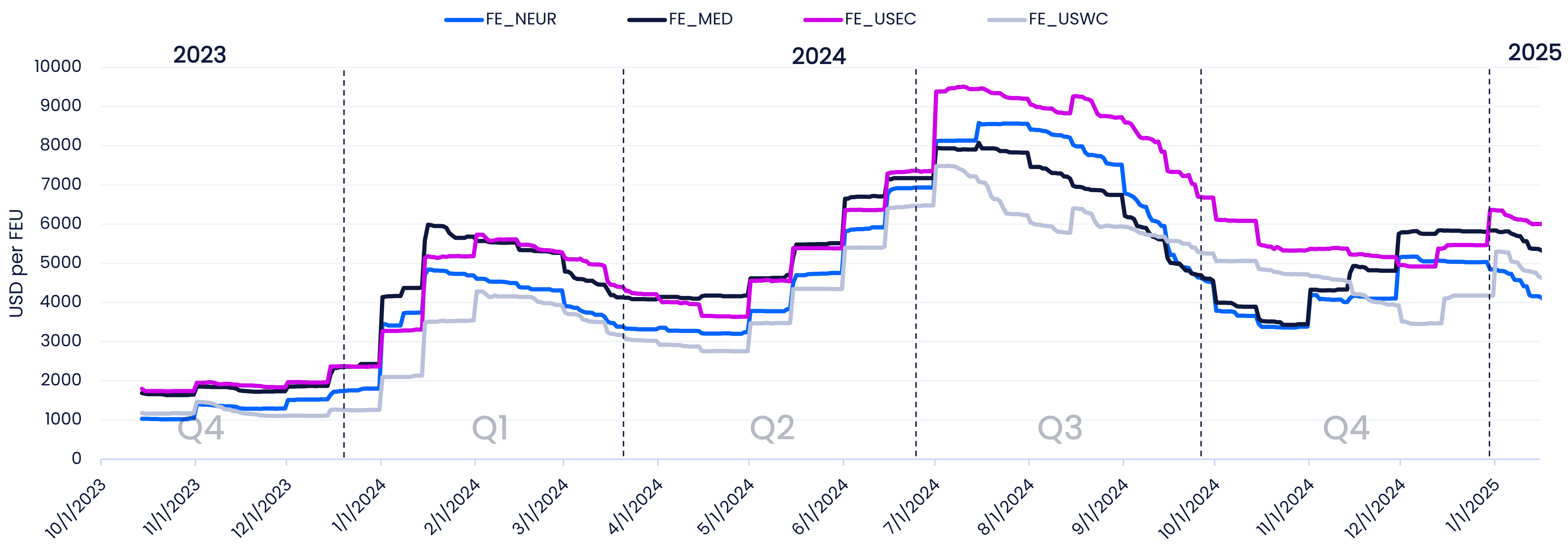
- *Europe – Latin America your most competitive corridor at -16% below market average*
- *Europe – Asia is your least competitive corridor at 32% above market average,*

Supplier Highlights

- *Carrier 01* your biggest supplier by volume offering rates at 3% above market average vs your peers at -15.5% below market average
- Carrier 03 is your most competitive supplier at -0.1 below market average

Part 02:
Market Overview

Spot rates out of the Far East



- After the easing of spot rates out of the Far East in Q3, carriers attempt to keep rates high by pushing GRIs in Q4
- Greatest increases have been seen to Med Main of +47% from Oct 2024 – Dec 2024 furthermore US East Coast rates have remained high
- So far, we have seen rates start to ease in Jan 2025

6 key themes for the year ahead

Summary of Xeneta's anticipated outlook for Ocean

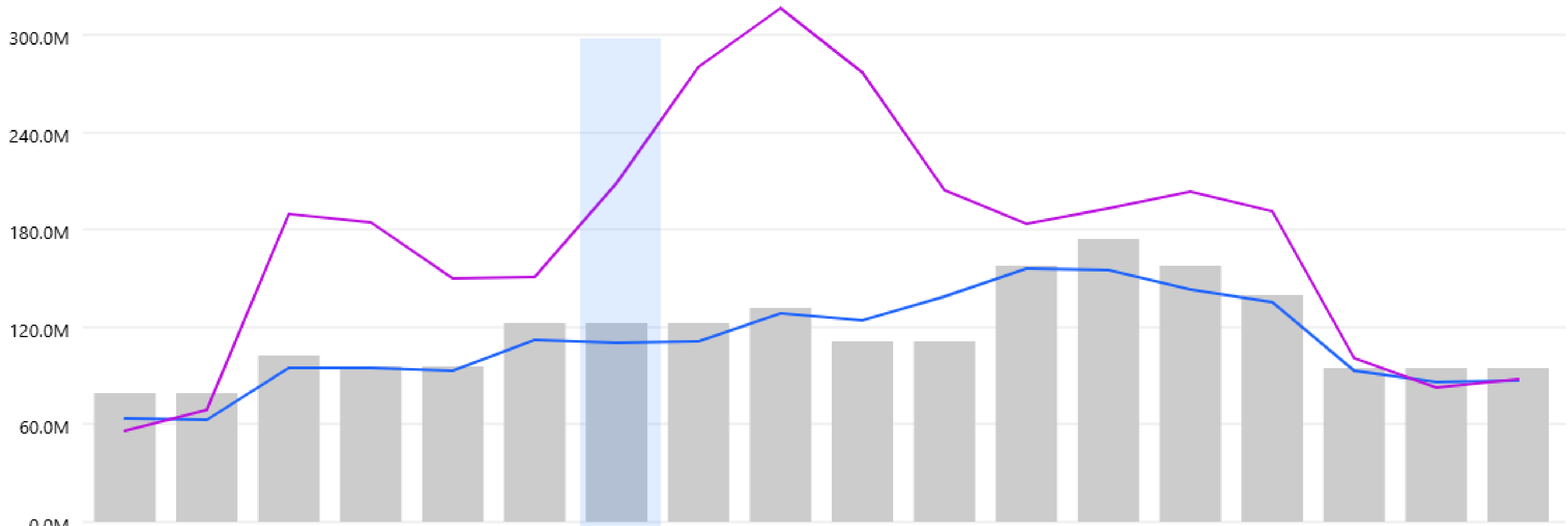
Tariffs	**Trump Administration to impose new Tariffs** 25% tariffs on Mexico and Canada has been delayed by one month 10% higher tariffs on all China imports effective 4th February
Demand	**Impact of Red Sea conflict on TEU-mile demand** Partial return to Red Sea would see TEU-mile demand change of between +3% and -11%
Capacity	**Record fleet growth to slow in 2025** Fleet growth to slow to 4.5% in 2025
Alliances	**Choosing the right service provider just got more complicated** Major changes to Alliances in 2025
Disruption	**List of risks to manage keeps getting longer** Red Sea will continue to impact supply chains
Emissions	**Decarbonization & environmental regulation** EU ETS ramps up in 2025 to cover 70% of CO2

*2025 Ocean Outlook

Part 03:
XXX’s YoY Performance

XXX’s YOY Spend Development

As the long-term market has increased since tendering in May 2024 so has XXX’s performance



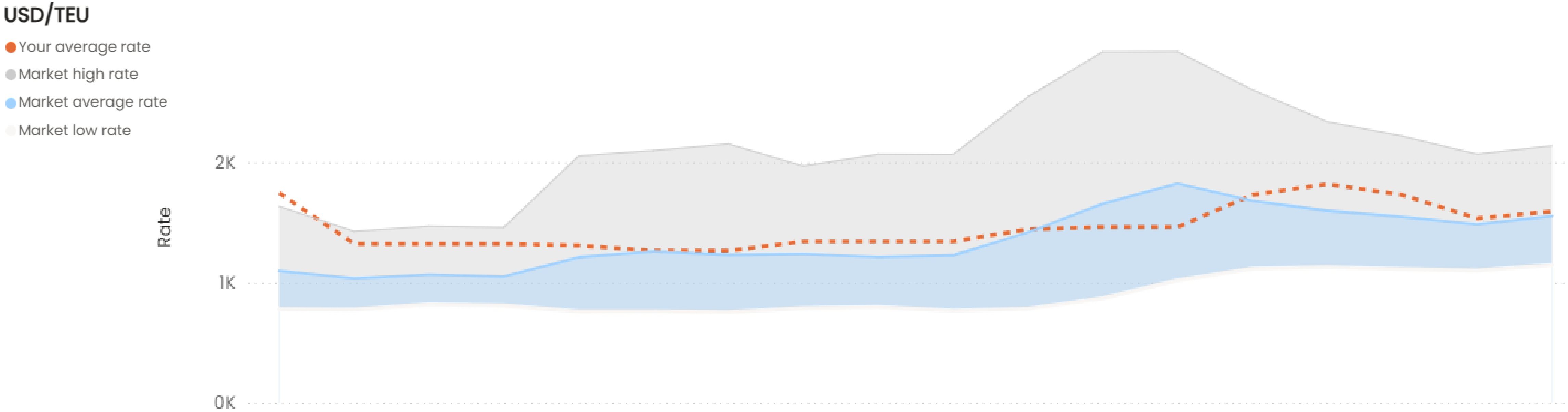
	2023-11	2023-12	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06	2024-07	2024-08	2024-09	2024-10	2024-11	2024-12	2025-01	2025-02	2025-03	2025-04
Performance vs. Long-term (%)	24%	26%	8%	0%	3%	9%	11%	10%	2%	-11%	-20%	1%	12%	10%	4%	2%	10%	9%
Performance vs. Short-term (%)	42%	14%	-46%	-48%	-36%	-19%	-41%	-56%	-58%	-60%	-46%	-14%	-10%	-22%	-27%	-6%	15%	8%
Volume [TEU]	59.9K	59.9K	78.6K	75.5K	75.5K	91.3K	91.3K	91.3K	91.3K	75.9K	75.9K	91.3K	95.9K	91.3K	91.3K	59.9K	59.9K	59.9K
My Spend	79.2M	79.2M	102.8M	95.5M	95.5M	122.5M	122.5M	122.5M	131.7M	111.0M	111.0M	157.8M	174.4M	157.8M	140.0M	95.3M	95.3M	95.3M
Contract market	63.8M	62.9M	95.1M	95.1M	92.9M	111.9M	110.6M	111.7M	128.9M	124.1M	138.5M	155.7M	155.6M	143.1M	135.1M	93.0M	86.4M	87.4M
Short term	55.9M	69.3M	189.6M	184.4M	150.2M	150.7M	208.9M	280.1M	316.6M	277.0M	204.9M	183.8M	193.6M	203.5M	191.4M	101.1M	82.9M	88.1M

- XXX’s performance has increased by 9% since tendering in May 2024 due to shipping on highly competitive fronthaul trades
- 2024 was significantly more volatile than 2023, primarily due to the Red Sea Crisis

XENETA

XXX's YOY Average Rate Development

Showing the development of xxx's average rates over time vs the long-term market



	2023-09	2023-10	2023-11	2023-12	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06
Your average rate	1,745	1,322	1,322	1,322	1,309	1,265	1,265	1,342	1,342	1,342
Market average rate	1,098	1,034	1,066	1,049	1,211	1,259	1,230	1,226	1,212	1,224
Market high rate	1,634	1,427	1,469	1,460	2,053	2,098	2,154	1,967	2,067	2,061
Market low rate	780	777	819	811	759	762	754	788	797	768

	2024-07	2024-08	2024-09	2024-10	2024-11	2024-12	2025-01	2025-02	2025-03	2025-04
Your average rate	1,443	1,462	1,462	1,730	1,819	1,730	1,535	1,591	1,591	1,591
Market average rate	1,413	1,635	1,824	1,707	1,623	1,568	1,480	1,553	1,442	1,459
Market high rate	2,541	2,908	2,921	2,630	2,383	2,257	2,052	2,187	2,121	1,955
Market low rate	785	871	1,020	1,124	1,126	1,118	1,097	1,164	1,006	1,137

- XXX's average rate has increased throughout 2024,peaking in November 2024
- XXX's successfully avoided market highs in August and September 2024

Part 04:
XXX's Performance vs Peers

Industry Peer Segments

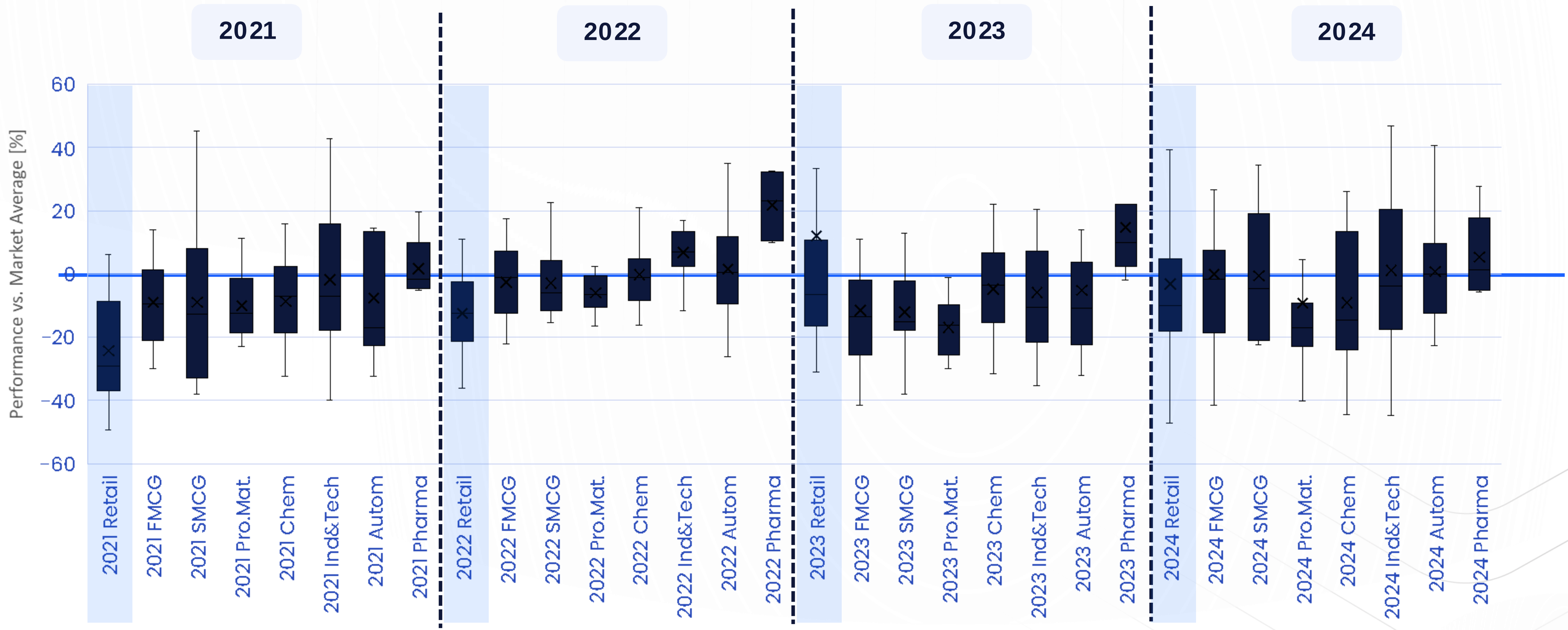
Accessing your performance versus your peers in your respective segment helps to provide unique insights into trends and market fluctuations

FMCG	SMCG	Retail	Process Industries & Materials	Chemical	Automotive OEMs & Suppliers	Industrial & Technology	Life Sciences & Healthcare
> 3 m TEU	> 1 m TEU	> 2 m TEU	> 2 m TEU	> 2 m TEU	> 1 m TEU	> 500 k TEU	> 150 k TEU
> 40	> 20	> 20	> 20	> 30	> 20	>20	> 10

This provides the total volume as well as the number of customers Xeneta has within each segment i.e., within FMCG, there is approximately 3 million TEUs being provided from approximately 40 customers (this number fluctuates slightly depending on the tender period).

Red Sea Crisis has led to a stronger performance in the Retail Industry

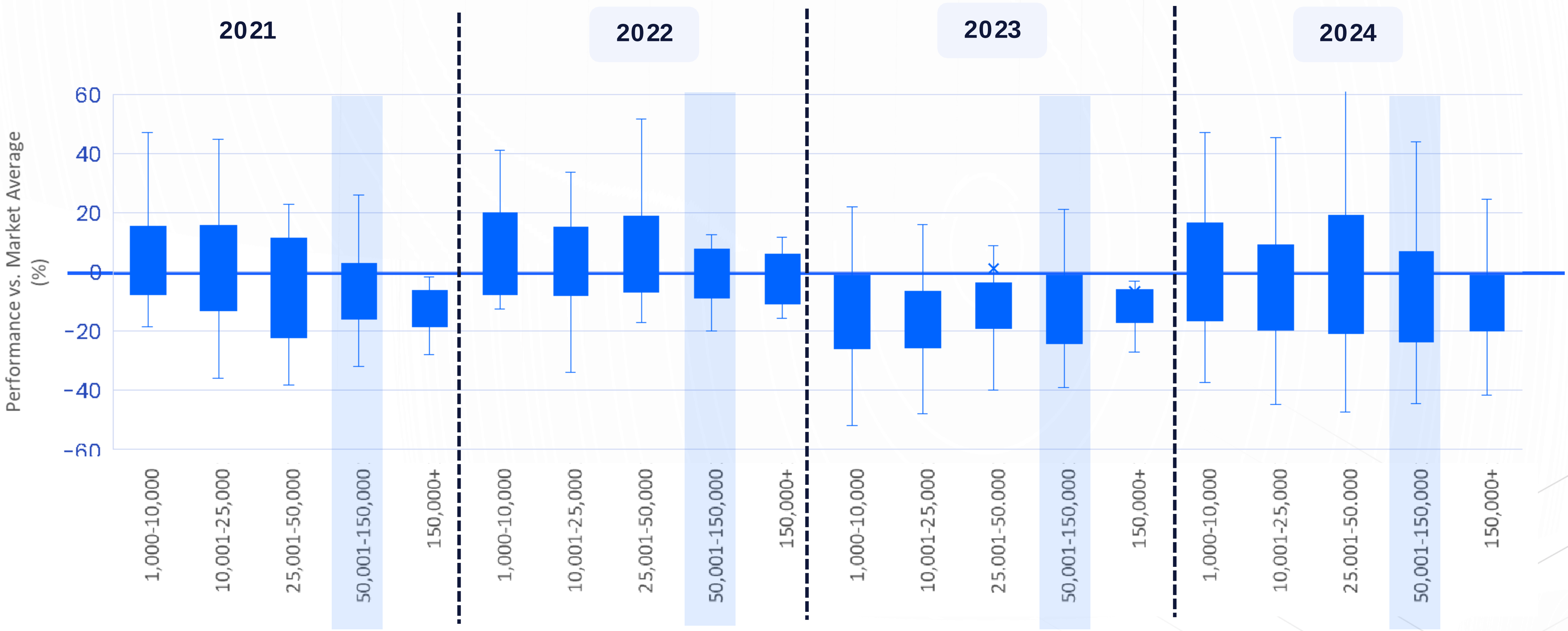
Since 2021 the spread of the Retail sector has increased



Source: Xeneta

In a challenging market, volume does not matter as much as strategy

Huge spread of performance for shippers moving 50,000 – 150,000 TEUS

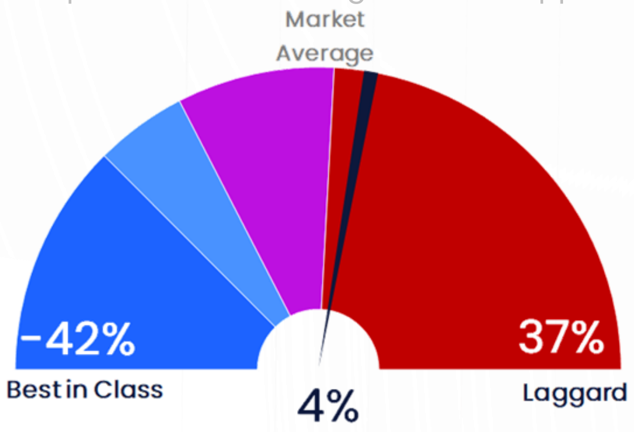


Global Performance Tracking

4% is a very positive position given xxx's network, operating on one of the most volatile and competitive corridors

Vs Global Shippers

Shows your performance vs the spread
of performance of Large Global Shippers



Q1 2025

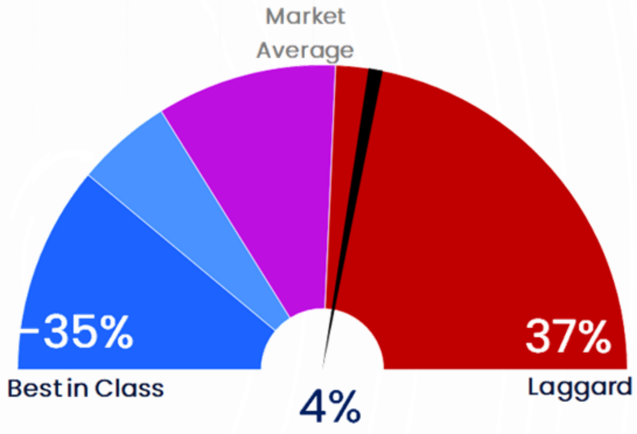
4th
Quartile

Global shippers

Out of >200

Vs your peer group

Shows your performance vs the spread
of performance of XXX Shippers



Q1 2025

4th
Quartile

Retail

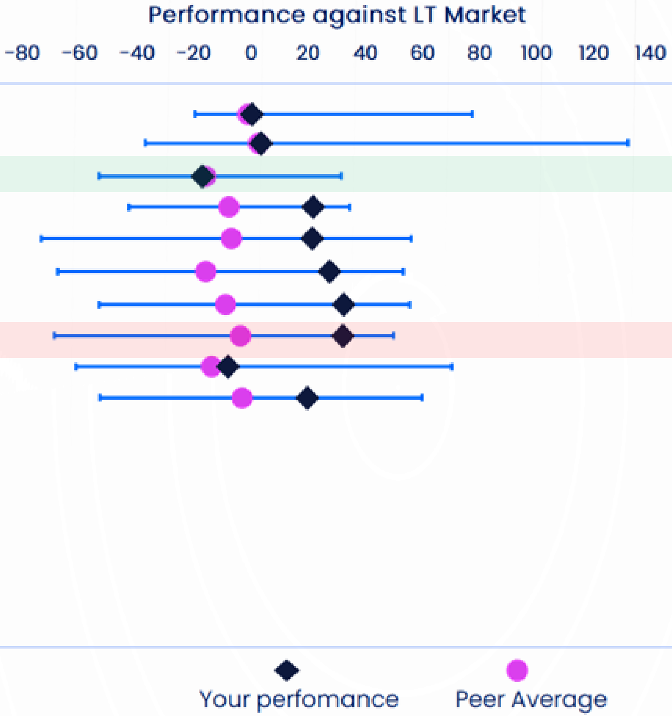
Out of >20

Performance is based on port-to-port ocean rates (THC Default).
Market Average (0%) represents the average performance seen on the market.

Corridor Performance

Comparing contracted rates versus Long Term Contracts

Top 10 Corridors	Volume [TEU]	Spend [US$]	Perfomance [%] You	Perfomance [%] Peers	Saving Potentials vs M.Low	Saving Potentials vs M.Avg	Saving Potentials vs M.High
Asia-North America	35,349	70,359,827	0.5	-1.1	12,744,973	4,405,106	1,318,386
Asia-Europe	20,848	30,928,447	3.6	2.7	11,667,633	2,194,170	38,475
Europe-Latin America	5,820	6,209,655	-16.9	-15.9	1,699,827	294,402	
Europe-North America	3,992	5,914,540	21.9	-7.8	2,306,996	1,094,852	216,648
Latin America-Asia	2,826	5,605,661	21.5	-6.7	1,671,115	991,825	162,964
North America-Asia	3,242	5,448,709	27.8	-15.8	2,189,999	1,184,028	568,145
Latin America-Europe	3,150	4,477,725	32.7	-8.8			
Europe-Asia	4,876	3,957,125	32.3	-3.7	1,898,386	966,739	182,982
Asia-Asia	5,001	1,785,357	-7.9	-13.8	1,080,216	498,433	206,708
North America-Europe	1,050	1,676,850	19.9	-3.0	201,775	93,450	8,575
Xeneta AS Q1 2025	91,256	140,041,738	2.0	-12.6	36,528,918 26.1%	12,292,092 8.8%	2,878,135 2.1%

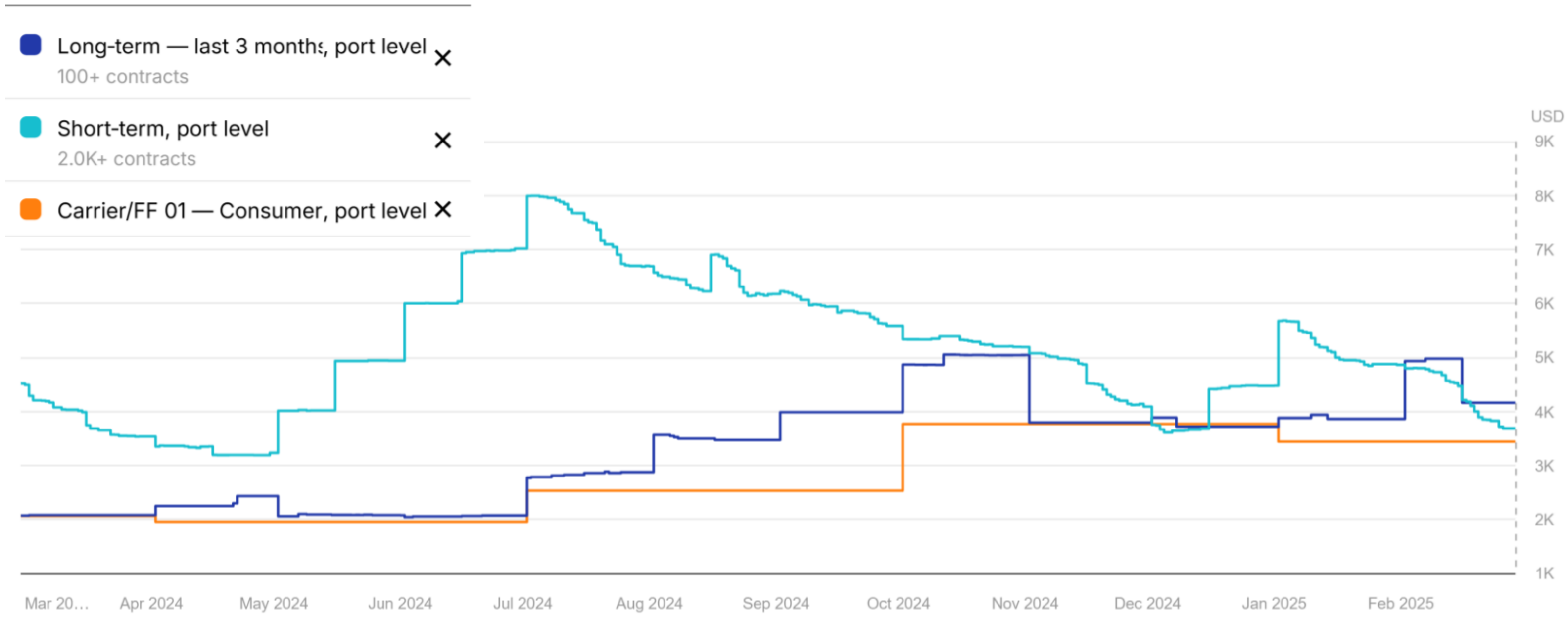


- Europe – Latin America is your most competitive corridor at -16% below market average , highlighted by xxx
- Europe – Asia is your least competitive corridor at 32% above market average, highlighted by xxx

Key Trade: Europe – Latin America

Barcelona to Veracruz

Market Average+ for Long-term — last 3 months+ contracts, 40′ HC+ container type and THC Origin+
from Barcelona (ESBCN)+ to *Mexico East Coast* for Veracruz (MXVER)+ trade lane
with your Carrier/FF 01 — Automotive contract
Jan 01, 2020 - Feb 28, 2025 (CUST), Regional rates *(Showing rates on the regional level for better data coverage)*



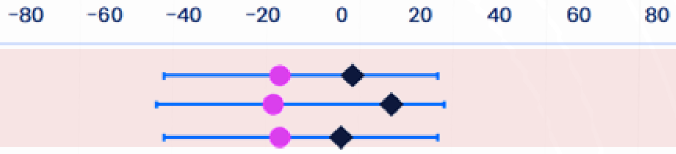
- Carrier 01 offering very competitive rates below both the long & short-term

Supplier Performance

Comparing contracted rates versus Long Term Contracts

Top 10 Suppliers	Volume [TEU]	Spend [US$]	Perfomance [%] You	Perfomance [%] Peers	Saving Potentials vs M.Low	Saving Potentials vs M.Avg	Saving Potentials vs M.High
Carrier/FF 01	77,232	114,413,347	2.9	-15.5	30,178,196	9,668,365	2,713,277
Carrier/FF 02	7,012	13,579,749	12.6	-17.2	3,728,927	1,523,542	88,223
Carrier/FF 03	7,012	12,048,642	-0.1	-15.5	2,621,795	1,100,185	76,635
Xeneta AS Q1 2025	91,256	140,041,738	2.0	-12.6	36,528,918 26.1%	12,292,092 8.8%	2,878,135 2.1%

Performance against LT Market



Your perfomance Peer Average

- All suppliers performing above market average and your peers
- Carrier 01, your largest carrier by volume performing at 3% above market average, highlighted by XXX