

ShipServ - Facts At A Glance

ShipServ is the leading maritime e-marketplace, helping the buyers and sellers of ship supplies to reduce the costs associated with doing business together. In 2009 ShipServ helped its members save an estimated \$400m and transformed the way they do business. Today the ShipServ community numbers over 140 buying organisations, 5,000 vessels and 30,000 suppliers.



Data Sheet: ShipServ Facts At A Glance

Overview

ShipServ is the leading maritime e-marketplace, helping the buyers and sellers of ship supplies to reduce the costs associated with doing business together. In 2009 ShipServ helped its members save an estimated \$400m and transformed the way they do business. Whether a Buyer needs to streamline its purchasing operations or a Supplier wants to reduce the cost of attracting or retaining customers, ShipServ is unique in helping businesses of all sizes to find each other easily, connect cost effectively and trade efficiently. Today the ShipServ community numbers over 140 buying organisations, 5,000 vessels and 30,000 suppliers.

Leadership

CEO: Paul Ostergaard

COO: Kim Skaarup

Chief Marketing Officer: John Watton

SVP Sales: Freddy Ingemann

VP Product Management: Stuart May

Chief Financial Officer: Kay Sangha

SVP Client Relations: Mikael Weis

MD, APAC: Linda Ho McAfee

MD, Americas: Don Staffin

Founded

1999

Employees

160 as at February 1, 2010

Locations

Headquarters. London, UK

Regional Offices. Copenhagen, Denmark; Hong Kong; Manila, Philippines; New Hope PA, USA; New Jersey, NJ, USA

Business Solutions

- ShipServ TradeNet – eCommerce trading platform
- ShipServ Pages – online maritime supplier directory
- Mariner's Annual – ship-based ordering guide

Customer Community

- More than 140 Ship Owners/managers managing nearly 5,000 vessels.
- 30,000 registered suppliers.
- More than 40,000 users in 90 countries.

The company facilitated 4m transactions, at a Gross Merchandise Value (GMV) of just under \$1.2bn in 2009.

2009 Performance

- TradeNet transactions up 27% Year-On-Year (YOY)
- Number of contracted ships up 11% YOY
- GMV up 22% YOY

Markets Served

- Ship Owners/managers
- Maritime Suppliers
- Shipyards
- Cruise Lines
- Offshore
- Logistics providers

Alliances

Our alliances play an important role in helping our customers overcome the complex challenges associated with ship supplies management. We have three main categories of alliance - Software Partners, Industry Associations and Content Partners.

Maritime Software Providers. ShipServ has partnerships with the leading maritime software providers, with "out-of-the-box" integration to ABS NS, AMOS, BASSNet, Consultas, Danaos, Logihold, PreMaster PRO, ShipNet SNAPS, SISCommerce, Teledata ShipManager, TM Master and Ulysses Task Assistant.

Industry Associations. ShipServ is proud to be partnered with the International Marine Purchasing Association (IMPA), the International Ship Manager's Association (InterManager) and the International Ship Suppliers Association (ISSA).

Content Partners. We work closely with a number of content partners to provide specialized ship supplies content to the global purchasing community including IMPA (Marine Stores Guide) and ISSA (Ship Stores Catalogue).

Website

www.shipserv.com

ShipServ - The Numbers

- 140+ ship owners/owners/yards.
- 5,000 vessels under management.
- 30,000 registered suppliers.
- More than 40,000 users in 90 countries.
- \$1.2bn in goods traded per annum.





Data Sheet: Premium Listing - Catalog Option

Frequently Asked Questions

Creating a catalog sounds like a lot of effort – but is it?

No - remember that you can start small and gradually build up your online presence. Start with your most important products or brands first and add more when you have the time.

How much data can I upload?

You are allowed to upload up to 10mb of data – that's tens of thousands of products. If you want to upload more data you can also purchase additional catalogs.

How often can I update my catalog?

You can update your online catalog as many times as you like whenever you like.

Can I upload images as well?

Yes. Simply reference the image file name in your catalog, send us the images in a zip file and we'll do the rest.

How does ShipServ help me on Google?

Once your Premium Listing is set up, we then go through a process of editing and organizing how your webpage is stored. This includes increasing its potential relevance to specific search terms on Google as well as ensuring that external links to the site are correctly titled and in abundance. All of this means you stand a better chance of coming high up in Google search results. So for example if you're a Chandler based in Dubai, there's every chance your Pages details will come at

the top of list when someone searches for "Chandlers Dubai" in Google. In fact, we have many suppliers whose Pages listing comes above their very own website. That's because with over 22,500 suppliers on Pages our site is more popular than any one supplier's site. We effectively have more power to be successful on Google. And with your catalog on Pages you also have more chance of being found as the actual products you stock are indexed too. The process of making sure your webpage has a higher chance of being found by Google is called Search Engine Optimization (or SEO).

How can I get statistics on how my listing is performing?

As a Premium Listing, you will be allocated a dedicated account manager who will keep you informed on how your listing is performing. We'll tell you how many times your listing was viewed, how many different purchasers have accessed your listing and how many times your contact details were requested.

"ShipServ Pages is an excellent starting point for traditional sourcing but even better for tapping into unknown sectors of the global marine market place."

Steve Poppleton, Purchasing Manager, Tidewater Marine

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