

Digital, Reliable, Choice

June 8th, 2017

**Mid-west exporters who are not concerned
about equipment availability in October,
November or December?**



Gulf exporters who are not concerned about getting space and equipment with the resin boom?



Carriers who are not concerned about booking downfalls and no-shows?



Two sides of the same coin...

- ***Trust***
- ***Plan***
- ***Budget***

- *Need for an independent and neutral mechanism*
- *Shippers and carriers can use as needed to hold each other accountable*



Why an exchange as the mechanism?

B2C - Platforms

E.g. Amazon, Uber, Expedia

Buyers and sellers don't know each other

Utility: Access to customers / suppliers

Payment: Credit card or PayPal

Margins: 30% to 10% *(start low, end high)*

B2B - Exchanges

E.g. Chicago Board of Trade / CME, The ICE

Buyers and sellers often do know each other

Utility: Contract performance & settlement

Payment: Bank to bank (clearing)





Margins: 30bps to 10bps *(100x less expensive)*

Just 3 things about NYSHEX...

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Digital

All relevant information at your finger tips

	SHANGHAI, CN Oct 19, 2016 Oct 26, 2016	▶ 18 DAYS ▶	OAKLAND, US Nov 06, 2016 Nov 13, 2016	98% On Time	\$1234 56 x 40'HC
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Contract and file in 15 seconds!

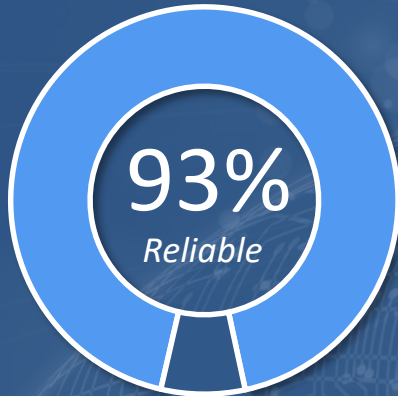
Reliable

- *Secure Account*
- *Contract*
- *Booking*
- *Equipment*
- *Gate In*
- *Shipped on Board*

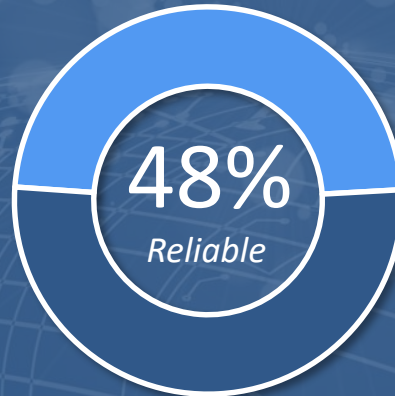
Two way commitments with automatic penalties if either party doesn't deliver

Choice

Long Term
Service Contract



Short Term
Spot Market



Short and Medium Term
NYSHEX Forward Contract



No cost to the shipper, and you never know when you're going to need guaranteed space or equipment...

NYSHEX in action:

- *Grain customer in Asia wants delivery in November*
- *Exporter knows the cost of grain in November, but doesn't know the cost of shipping...*
- *Exporter has a choice:*
 1. *Wait for the November spot rate and hope for the best... Risks rate increases or equipment shortages, but maybe gain some discounted freight rates...*
 2. *Use NYSHEX to lock in the "forward price", and sleep well knowing the price won't change and the equipment will be available when needed...*



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