Since 2000, 50 ocean carriers have either gone bankrupt or have been acquired...
...after decades of not responding to shippers’ developing needs.

The Experience Catalogue Business

Rate Transparency

...
We live in a digitizing economy of eco-systems
The era of information scarcity is quickly coming to an end.
Everyone should have access to real-time data, transparency, and ease.
Ease and transparency are changing existing business models...
...with many carriers responding with “single channel to single carrier”...
The digitized ocean eco-system is happening, fueled by ease and transparency

Search.
Book.
Track.
### Focused on making shipping better for SMEs

**EASY**
- No set-up cost or monthly fees
- No transaction, no cost
- Lower effort, less hassle
- Auto-populated data
- Connectivity
- All carriers in one place

**TRANSPARENT**
- Rates exploration, market insight
- Quote Invoice
- Space and equipment availability
- Reliability and predictability
- Reports & Dashboards

**TRACKING**
- 16 milestones
- Schedule reliability
- Carrier performance
- Negotiated rates and contracts
- Transit times
- Contract-and performance baseline

**RELIABLE**
- Easier process across transport providers
- Multiple service providers in one place
  - Origin
  - Destination
  - Etc.
- Cogo Community
“YOUR LIFE DOES NOT GET BETTER BY CHANCE, IT GETS BETTER BY CHANGE”

- Make a real impact
- Demand better shipping
- Be part of a growing coalition
- Lead the transformation