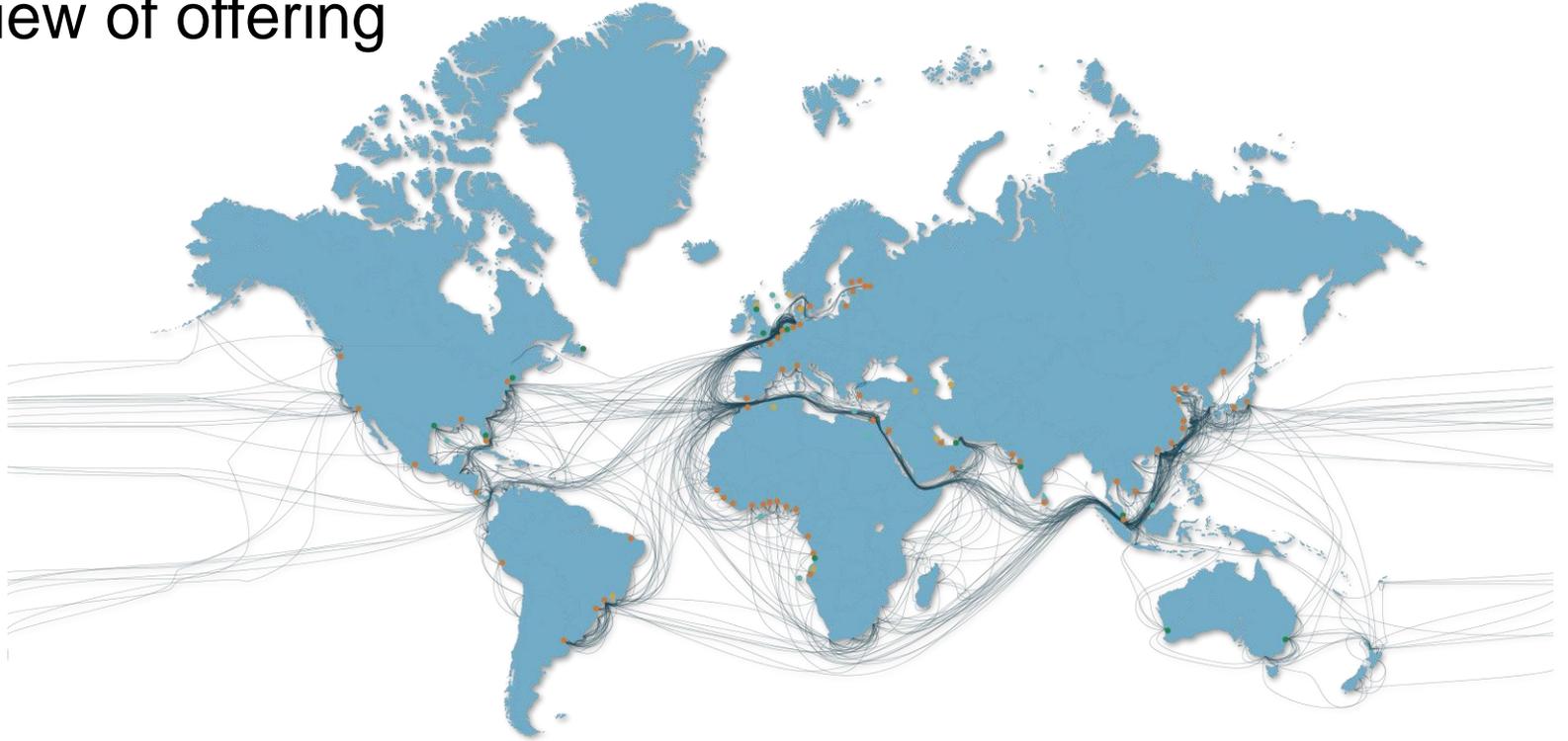


Open global trade digitization platform

Overview of offering



On January 16, IBM and Maersk announced plans to form a joint venture to improve global trade and digitize supply chains (Subject to Regulatory Approvals)

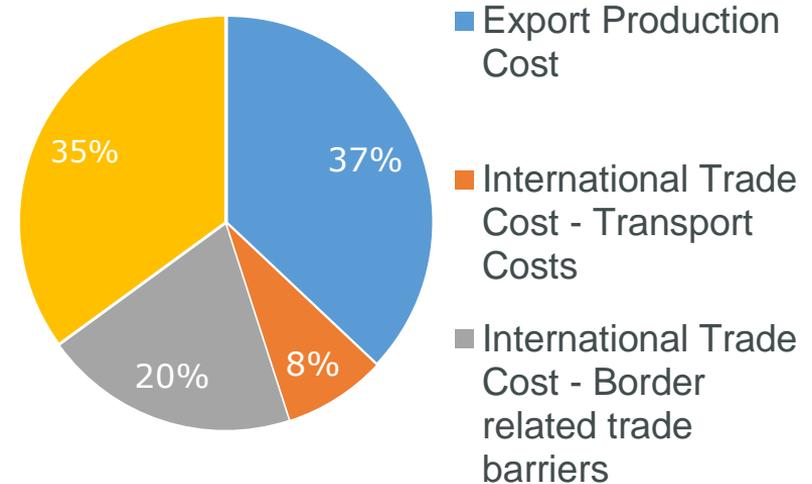
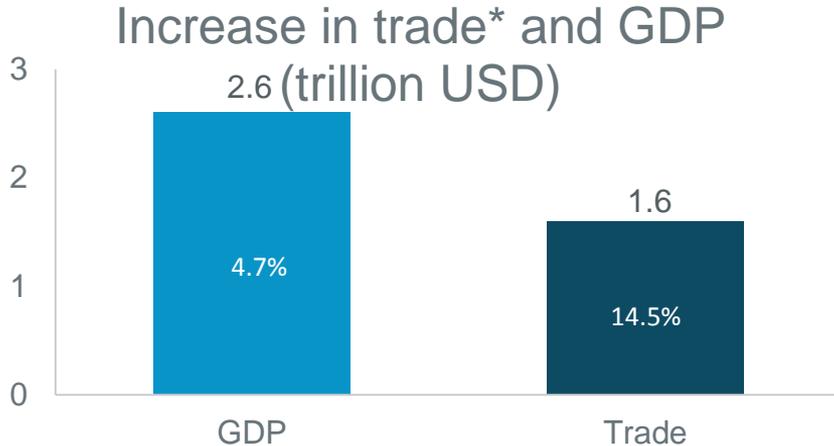
- Based on blockchain, the new technology will empower faster, more efficient and secure global trade.
- At the center of the new company will be a jointly developed software platform, built on open standards and delivered from the IBM cloud, to enable companies to move goods across international borders with greater transparency and simplicity.
- The new technology platform will benefit all participants including manufacturers, shipping lines, freight forwarders, port and terminal operators, shippers and customs authorities.
- By creating this new company, Maersk and IBM are providing a neutral vehicle for the industry to standardize communications, streamline compliance, and reduce inefficiencies.

<http://fortune.com/2018/01/16/ibm-blockchain-maersk-company/>

The cost of global trade is estimated at \$1.8 trillion annually¹ with potential savings from more efficient processes of ~10%

The World Economic Forum estimates that reducing barriers could increase global trade by 15 percent²

Border related costs are higher than transport costs for international trade³



1) Maersk Strategy Group (May 19, 2016) based on World Bank data for World Trade Costs

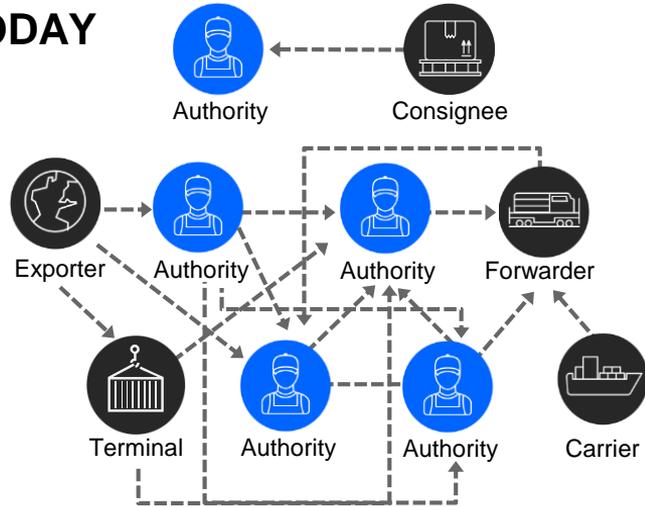
2) World Economic Forum: Enabling Trade Valuing Growth Opportunities 2013.

* Based on export value; includes only the effect of "Border Administration" and "Telecomms and Transport Infrastructure"

3) Anderson and Wincoop E. (2004) Trade costs. National Bureau of Economic Research

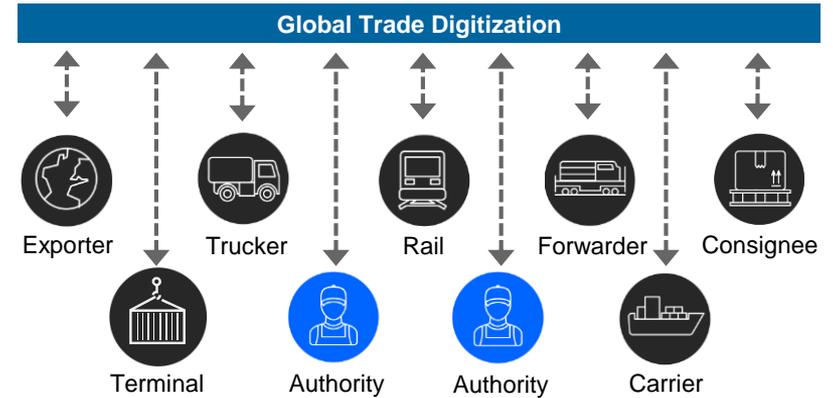
The case for a better way

TODAY



- Inconsistent information across organizational boundaries and “blind spots” throughout the supply chain hinder the efficient flow of goods
- Complex, cumbersome, and costly peer-to-peer messaging
- Manual, time-consuming, paper-based processes
- Risk assessments often lack sufficient information; clearance processes subject to fraud
- The administrative cost of handling a container shipment is comparable to the cost of the actual physical transport

TOMORROW



- Instant, secure access to end-to-end supply chain information; single source of the truth
- Assurance of the authenticity and immutability of digital documents
- Trusted cross-organizational workflows
- Better risk assessments and fewer unnecessary interventions
- Far lower administrative expenses and elimination of costs to move physical paper across international borders

Reducing global trade barriers and increasing efficiency across international supply chains

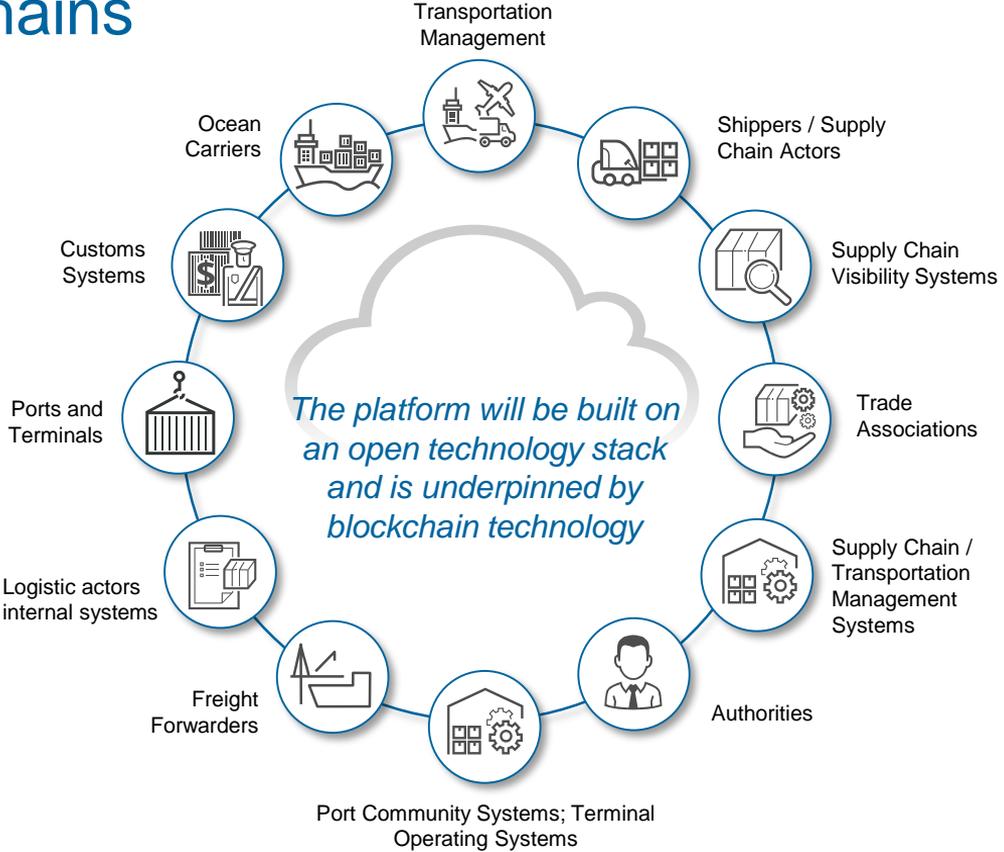
Bringing to market a trade platform for containerized shipping connecting the entire supply chain ecosystem

1 Shipping Information Pipeline (SIP)

Will provide end-to-end supply chain visibility that enables all actors involved in a global shipping transaction to securely and seamlessly exchange shipment events in real time

2 Paperless Trade

Will digitize and automate paperwork filings for the import and export of goods by enabling end users to securely submit, stamp and approve documents across national and organizational boundaries



Together we can move the industry forward

Blockchain changes the game

Never before could disparate entities securely and confidently process paperwork filings digitally

Designed from the ground up as an *industry platform*

The end-to-end supply chain will be involved; Maersk and IBM are there to make it happen

The ecosystem will shape the solution

We are committed to continuously improve based on ongoing, regular input and feedback

We are moving fast

We know that speed and scale are critical and building the network is the key to success

Strong support from IBM and Maersk

With the support of IBM and Maersk, the JV have the global reach, executive support, and ability to execute in markets around the world

