

The background of the slide is a photograph of a blue and white corrugated metal shipping container. The container is positioned in the lower half of the frame, with its top edge visible. The background is a solid dark blue color.

**Mizzen** Group

# A Shipping Lines Digital Pricing Solution

**The 32nd Joint Conference of the ROC-Australia  
and Australia-Taiwan Business Councils**

# The container supply chain

Where Mizzen sits in the supply chain



Empty container park



Exporter Warehouse



Empty container park



Importer Warehouse







# The “Amadeus” of shipping

*Launched in Sept 2016 and today working with nine lines to distribute their spot market price to their customers via mizzenit.com. Two distinct groups of products, one aimed at shipping lines and other other at NVO/BCO spot market customers.*

## 10 shipping line partners



- Automated Spot Rate Delivery
- Market Rate Price Insights Tool
- Space & Equipment Guarantee Product **IN PILOT**
- Dynamic Price Delivery **IN TEST**
- Branded Spot Rate Web App

## 70+ signed up NVO/BCO

**Mizzen***it*

Australian based businesses ranging from small to large multinational companies.

- Multi-Carrier Schedule Search Capabilities
- Spot Rate Request
- Digital Booking Integration
- Local Cost Breakdown **IN TEST**

Rank	Operator	Global Market Share	Cumulative Global Market Share	Status
1	Maersk	17.90%	17.90%	✓
	Hamburg Sud	0.00%		✓
2	MSC	14.50%	32.40%	✓
3	COSCO Group	12.50%	44.90%	
	COSCO	9.50%		-
	OOCL	3.10%		✓
4	CMA CGM Group	11.80%	56.70%	
	ANL	0.00%		✓
	APL	0.00%		✓
	CMA CGM	0.00%		✓
5	Hapag-Lloyd	7.10%	63.70%	✓
6	ONE	6.90%	70.60%	-
7	Evergreen Line	5.10%	75.70%	✓
8	Yang Ming	2.90%	78.60%	-
9	PIL	1.90%	80.40%	-
10	ZIM	1.90%	82.30%	-
11	Hyundai M.M.	1.80%	84.10%	✓



# Thank you!



Darren Burden, Chief Product Officer

Email: [dburden@mizzengroup.com](mailto:dburden@mizzengroup.com)

Mobile: +61 403 598 962

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