



# WaterFront

MARITIME SERVICES

∞ Save time. Save money. Reduce risk.

## Your Benefits with WaterFront

Save time. Save money. Reduce risk.



Efficiency

### Save Time

WaterFront uses our local port presence, local experience and local relationships to optimize your vessel, cargo or crew turnaround without jeopardizing safety, quality or compliance.



Boost

### Save Money

WaterFront will reduce overall DA cost, thus enhancing your margin on the cargo, the voyage P&L or reducing your daily operating cost.



Compliance

### Reduce Risk

Using our local expertise and relationships, we identify the intrinsic risk associated with your vessel, cargo or crew and offer you specific options to mitigate this risk.



Convenience

### Centralised Data

WaterFront has a global hub structure, providing clients with centralised data to avoid information overload. We proactively manage the business throughout the global network.



Customise

### Tailored Solutions

WaterFront tailors solutions to the specific needs and requirements of the clients, designed to deliver tangible value to the individual client.

⌚ Save time

💰 Save money

🛡️ Reduce risk

## WaterFront at a Glance

We are your eyes and ears on the ground in local ports around the world. We have the specific local knowledge, expertise and local relationships to expedite and optimize the movement of your cargo, vessels and crew. Through our Global Hub structure, we are able to ensure your service is customised to your specific needs and requirements so that you receive a consistent service irrespective of the port or country. Discover unprecedented time and cost savings.



## GLOBAL COVERAGE

483 Offices in 93 Countries



WaterFront are members of / certified by



A joint venture between

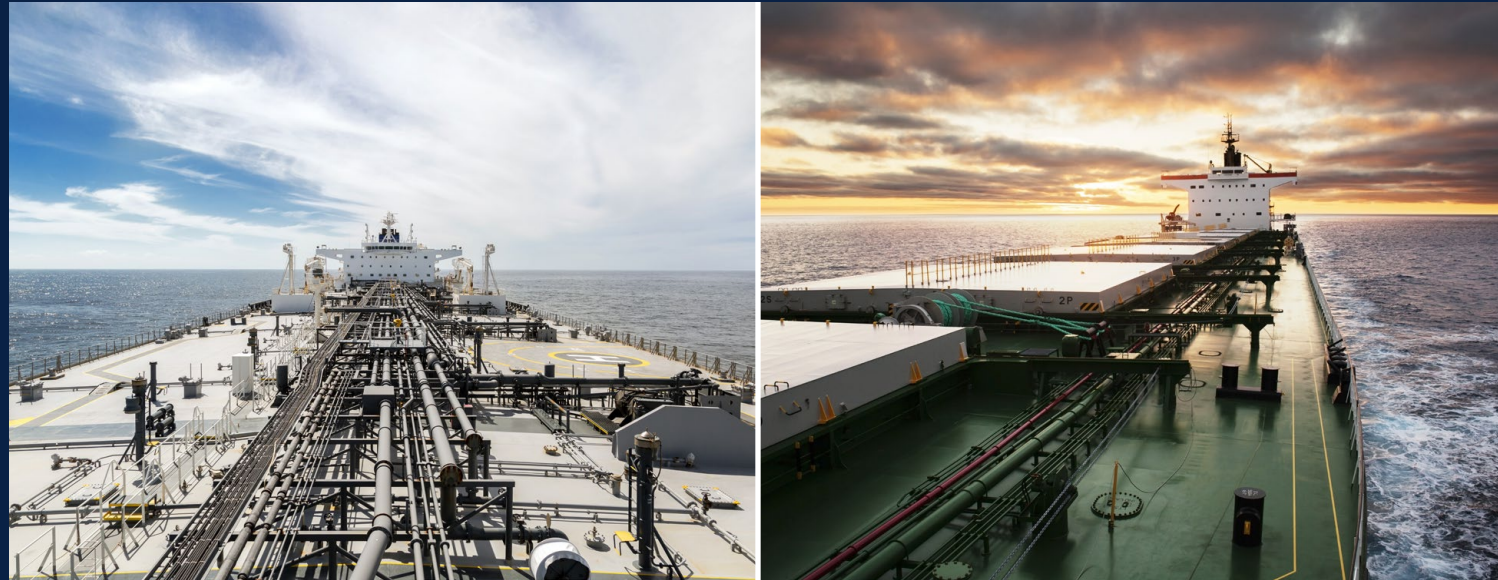


BEN LINE AGENCIES



Sharaf Shipping Agency  
*Second to none, because seconds matter!*





## Your Business

### Your Preferred Global Port Agency: Specialised in Dry & Liquid Market Sectors

#### We create tangible value for you



##### Producers, Traders & Oil Majors

We increase your margin per metric ton or unit of volume



##### Receivers

We reduce your cost per metric ton or unit of volume



##### Ship Owners & Operators

We increase your margin per day or metric ton



##### Ship Managers

We reduce your daily operating cost

#### We create value by

- |                                                                                                              |                                                                                                                        |                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|  Simplifying Supply Chains |  Building Partnership Relationships |  Providing Market Intelligence |
|  Removing Inefficiencies   |  Ensuring Compliance                |  Mitigating Risk               |

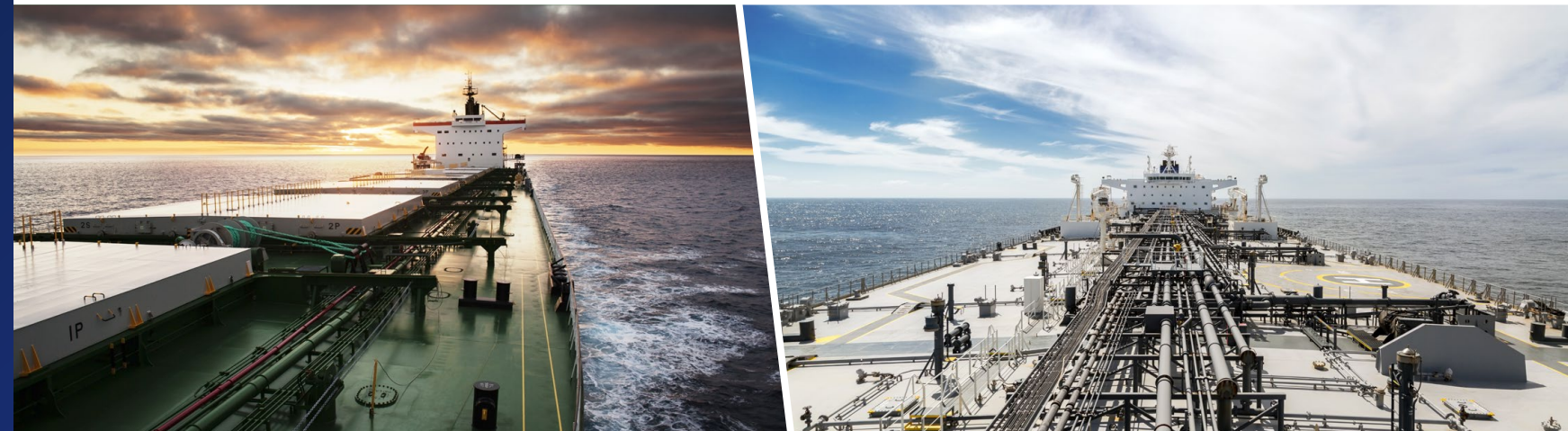
## Charterers

Top 3 Benefits : • Local Market Intelligence • Expedite Cargo Turnaround • Expedite Cargo Documentation



## Ship Owners & Operators

Top 3 Benefits : • Expedite Vessel Turnaround • Reduce DA Cost • Manage Local Risk & Compliance



## Ship Managers

Top 3 Benefits : • Single Point of Contact • Vendor Management • Cost & Performance Analysis





## WaterFront Coverage

Your Eyes & Ears on the Ground



### Global Coverage

**483 Offices**  
**93 Countries**

\*Including sub-agents



**265,474,990mt**

\*Dry Cargo Handled p/a



**931,692,888mt**

\*Bulk Liquids Handled p/a



**45,085**

\*Port Calls p/a



**6,678**

\*Agency Staff



**483**

Offices



**93**

Countries

### Key Numbers Behind Our Network

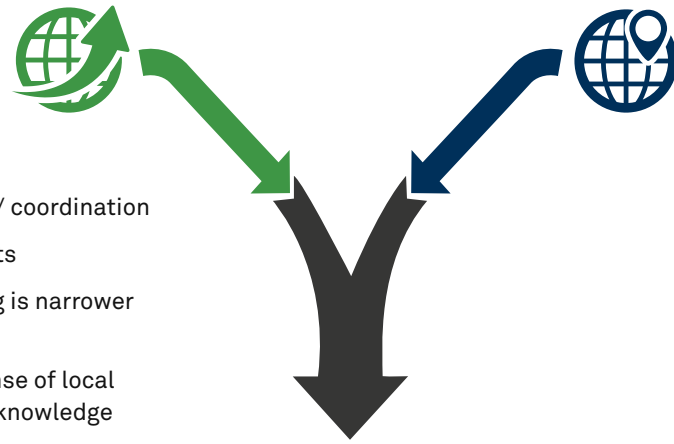
\* Excluding sub-agents

## Best of Both Worlds

### A Fusion of Regional & Global Agencies

#### Global Agencies

- ✓ Global coverage
- ✓ Single point of contact
- ✓ Systems / hub structures / coordination
- ✗ Higher % use of sub-agents
- ✗ Breadth of service offering is narrower than regional agents
- ✗ Global nature at the expense of local relationships and market knowledge



#### Regional Agencies

- ✓ A more comprehensive local office network in each country
- ✓ A broader scope of services in individual countries
- ✓ The solid standing, history and personal relationships at a local country and port level
- ✗ Often cannot offer services at both load and discharge ends
- ✗ Cannot offer single point of contact



- ✓ Global Coverage
- ✓ Single Point of Contact
- ✓ Systems / Hub Structures / Coordination
- ✓ Much Lower Dependency on Sub-Agents
- ✓ Compliance Policy & Execution – Globally
- ✓ A Broader Scope of Service in Individual Countries
- ✓ The Comprehensive Port Coverage of a Regional Agency



## At the Forefront of Value-Added Solutions

### Unrivalled Differentiation



#### Single Point of Contact

A single point of contact for all of your needs, globally.



#### Single Bank Account

All remittances are made to our centralised bank account. Weekly batch remittances can reduce the number of remittances you make. Eliminates residual local balances. Gives you transparency to reconcile PDAs and FDAs globally.



#### Consistent Reporting

All reporting is standardised to your specific requirement. Consistent reporting scope and formats irrespective of port locations. Client specific KPIs are monitored and managed by the global hub team.



#### End-to-End

With 483 local offices, WaterFront is at both load and discharge ports, therefore ensuring smooth coordination to expedite vessel and cargo turnaround.



#### Bespoke Solutions

WaterFront tailors solutions to the specific needs and requirements of the client, designed to deliver tangible value.



#### Market Intelligence

Stay ahead of the game with WaterFront. Gain a competitive advantage when you receive asymmetrical port and commodity intelligence on a weekly, monthly and / or ad-hoc basis.



#### Compliance

WaterFront benchmarks to the UK Bribery Act of 2010 and is fully compliant with FCPA in the USA. We are vetted by TRACE, members of the MACN, and ensure that local operations are executed in line with the compliance policies of our clients and our own internal policies.



#### H<sub>2</sub>O-Front System

Our cloud-hosted system is workflow-based, giving you direct transparency to operations or accounts at a line item level in real time.





# Shareholders

## A Synergy of Industry Leaders



### BEN LINE AGENCIES

With over 150 years of experience in Asia, Ben Line Agencies has established an extensive network of over 120 offices across 17 countries and has a solid reputation based on integrity, consistency and competence.



### Sharaf Shipping Agency

*Second to none, because seconds matter!*

Established in 1976, Sharaf Shipping Agency is one of the leading marine service providers offering ship agency and related services at over 260 ports and terminals in more than 35+ countries across the Middle East, Africa and Indian subcontinent region.



Established by two leading regional shipping agency companies, Sharaf Shipping and Ben Line Agencies, so as to offer the market a unique proposition that combines the depth you would expect from a traditional regional agency with the breadth you would expect from a global agency. WaterFront has been built on a solid foundation of our shareholders' combined local expertise, financial strength and pedigree.



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