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**FOR IMMEDIATE RELEASE**

**NYSHEX Expands Carrier Member Network with Addition of  
Hyundai Merchant Marine (HMM)**

- Exchange growth continues support for reliable digital container contracts -

**NEW YORK, NEW YORK - JULY 24, 2018** - The New York Shipping Exchange (NYSHEX), the innovator of the first reliable digital forward freight contract for global container shipping, today announces the addition of Hyundai Merchant Marine (HMM) as the newest carrier member to join the exchange.

HMM joins a group of innovative carriers - Maersk Line, CMA CGM, Hapag Lloyd, OOCL, and COSCO - who have embraced the value of digital contracting and fully enforceable ocean freight contracts as a new offering for their customers. A model introduced by NYSHEX that is proven by a 99.8% fulfillment rate. HMM joins NYSHEX at a great time, as both shipper membership and carrier offerings are growing rapidly.

"We are thrilled to welcome HMM as a carrier member of the exchange who joins our other carriers in bringing a virtuous cycle of reliable bookings and services to global shippers. As an innovator in reliability and technology, HMM provides our shipper members with additional service options at an ideal time as new routings and new trade lanes are being added daily. Global shippers of all types are welcoming the value of NYSHEX's free membership and unlocking the benefits of reliable digital contracting via the exchange's easy-to-use digital framework," said Gordon Downes, CEO of NYSHEX.

NYSHEX current ocean carrier members represent all three major container shipping alliances: H+2M, Ocean Alliance and THE Alliance. This provides global shippers with a broad array of service options to choose from especially when market or infrastructure challenges have the potential to impact the integrity of their supply chains. With six of the leading global ocean carriers on NYSHEX, over 52% of global capacity is represented.

"We are committed to delivering reliability, differentiation and options to our customers. HMM is focused on digital solutions that allow our customers to work online similar to how they live their daily lives. NYSHEX has created an easy to use healthy industry solution that

significantly reduces inefficiencies, contracting complexity with a fixed all-in rate and delivers unmatched reliability for our customers' global shipments. NYSHEX can be a powerful and meaningful outlet to access mutually committed service with our customers," added Lawrence Burns, Senior Vice President of Trades and Sales for Hyundai Merchant Marine.

With NYSHEX, HMM has the ability to offer a product which allows shippers the ability to agree on and control their costs upfront. When contracting via NYSHEX shippers will receive a secure space and equipment commitment from HMM which guarantees the transport of their shipment.

HMM will begin posting offers on the exchange August 6, 2018 for the Transpacific Westbound trade.

To learn more about Hyundai Merchant Marine, please visit [www.hmm21.com](http://www.hmm21.com)

To learn more about NYSHEX, please visit [NYSHEX.com](http://NYSHEX.com).

Gordon Downes, CEO of NYSHEX, explains NYSHEX at the TPM 2018 Innovation Jam. Blue marbles with guarantees: [Video link](#).



### **About The New York Shipping Exchange (NYSHEX)**

Founded in 2015, The New York Shipping Exchange (NYSHEX) is enabling the transformation of the container shipping industry through two innovations: a new standard form freight contract and new way to trade ocean freight digitally. NYSHEX is a solution developed for the industry by the industry's leading shippers, NVOCCs and carriers. The mission of NYSHEX is to help shippers, NVOCCs and carriers overcome the historic inefficiencies in ocean freight contracting and in doing so,

reveal the \$23 billion economic opportunity that exists for the shipping industry each year. For more information visit: <https://www.nyshex.com/>

Connect with us on [LinkedIn](#), [Facebook](#), [YouTube](#) and [Twitter](#).

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