

MARINER

COMMUNICATIONS

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A BRIEF INTRODUCTION

# Working with us: Neville Smith

- ❖ Maritime industry PR – Content and Editorial Specialist with 20+ years of industry experience.
- ❖ 16 years as a maritime journalist and previously Deputy Editor of leading industry newspaper Lloyd's List, covering dry bulk shipping, environment and regulation, IT and communications. Founded Mariner Communications in 2009.
- ❖ Industry sector expertise: physical and derivative freight markets, digital charts and navigation, classification and regulatory affairs, IT and satellite communications, marine coatings, CSR.
- ❖ Career Highlights: Regular conference chair, panel participant on IT, communications and CSR. Managed global MaritimExperts programme for Wilhelmsen Ships Service, completed re-brand and introduced social media channel for Freight Investor Services, retained on PR and media relations for world's largest class society by orderbook.
- ❖ Blogging on technology, communications and human factors at [maritimeinsight.com](http://maritimeinsight.com), 6,000 Twitter, 1,000 LinkedIn followers

# Core areas of expertise

Mariner Communications are experts in PR and communications planning, strategy and delivery.

- ❖ Messaging and positioning for global maritime, offshore and shipping clients;
- ❖ PR and media relations: working between clients and media, fulfilling planned and ad hoc editorial requirements globally and regionally (Europe, US, AsiaPac, Middle East).
- ❖ Press office management: managing contacts and requests. Content generation and management for mainstream maritime media, social media channels, conferences and events.
- ❖ Media Training: programmes for senior management and company spokespeople – group training and one to one sessions.
- ❖ Live events: planning, management and delivery of live maritime industry events including product launches, media tours, seminars and conferences.
- ❖ Social media: management of social media strategy and day to day running of accounts: Twitter, Blogs, LinkedIn.

# Our clients

Our client list includes global industry players active in the following sectors

- ❖ Classification Services
- ❖ Maritime IT and SatComms
- ❖ Ships Agency and Services
- ❖ Alternative Fuels Lobbying/Public Policy
- ❖ Shipping Research and Consultancy
- ❖ Digital Navigation Services
- ❖ Marine Paints and Coatings
- ❖ Freight and Commodity Derivatives/Risk Management
- ❖ Professional Examinations and Seafarer Welfare











decision-maker

40

Different derivative contracts for commodities offered by CLTX

# A future for

Cleartrade Exchange's boss calls himself a 'hungry guy' who trusts gut instinct in addressing FFA regulatory changes. He talks to Savannah Nightingale

A specialist in strategic leadership, Cleartrade Exchange CEO Richard Baker is used to managing new concepts, ideas and relationships, while working through the latest derivative trading regulations.

"I never sat still myself doing this job," he says. "I am one of these entrepreneurs that just think to educate myself."

The hungry guy in every team and a big believer in gut instinct.

Born in Cork, Ireland, Baker decided against a career in the family building business and pursued his passion for electronics after training as a military radio officer. "All my career moves have given me an understanding of how end-to-end an enterprise works," he says, which has given him the tools needed to understand the FFA market in which he now finds himself. "There are gaps at similarities between bilateral trade, bandwidth and electronic trading platforms."

His trading platform, based in London and Singapore and known as CLTX, is an electronic global futures exchange founded in 2010. It offers more than 40 different derivatives contracts for commodities.

CLTX, which Baker says is at a pivotal point in its growth cycle, is the first platform to offer a night trading facility, promising to multi-time trading hours. This significantly reduces the time between execution and clearing.

It is regulated by the Monetary Authority of Singapore and engaged in various metal, agricultural, energy and freight markets.

Baker believes CLTX is ready to benefit from a wave of regulation from the G20 group of industrial nations that is pushing over the counter (OTC) derivatives trading on to electronic platforms. This move is causing concern for many operators. Baker acknowledges, "As a result, I think we will see a lot of consolidation in the market."

Derivatives played a key role in the financial crisis of 2008/09 and directly influenced regulatory changes to the derivatives markets through the US Dodd-Frank Wall Street Reform and Consumer Protection Act, which sought to

'Since 2011, we have been busy helping our clients to understand the trade impact and how they need to respond'

# futures

apply greater scrutiny to the largely unregulated OTC derivatives markets. "This year we are going to see a lot of turbulence, particularly around the clearing houses," Baker warns.

Further to this, MiFID II, a revision of the European Union's 2007 Markets in Financial Instruments Directive, is expected to affect how stocks, bonds, derivatives and commodities are being traded. "A lot of the market are questioning ultimately have on it."

He adds that MiFID II is a "horrible schedule," Baker notes but he is embarking on understanding and the long change, and this is a to go away any time.

He emphasizes that CLTX has been preparing for decision to accept it going to be a bad thing, but he is not intimidated by what decision we could mind we change."

Financial services pulled out of a deal over concerns about Dodd-Frank rules platform's US registration.

"We have been shuttling for a while, but we have become a key player in OTC freight and trading," Baker says.

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Richard Baker decision-maker

www.bakerdecisionmaker.com

CLTX operates a 'horizontal' model for clearing, in which investors have a choice of whether to process deals they make on the house. The German group operates a 'vertical' also, whereby contracts traded are processed through the exchange's own clearing house.

"We will continue to operate our horizontal model," Baker pledges. CLTX connects with three

step towards making sure FFS was self-regulated," he says. Baker, who notes that this was the focus and direction he wanted. "To start with, it was really about looking at how we would add value to the industry, set up the company, file for regulation, and make sure we established ourselves as a relevant brand."

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OFFSHORE 23

# Opaque offshore vessel valuations a big hurdle to restructuring work

Unrealistic price tags and lack of market data is complicating negotiations, says MSI

David Greig, Opa

A lack of transparency in ship values is a main cause of disagreement in the raft of restructurings among offshore shipowners.

But lenders are also facing the prospect of recovering only about 70% of loans, according to analysts at London-based maritime strategy firm MSI.

The recent downturn in three decades has forced nearly all owners of offshore support vessels (OSVs) to seek investment relief or to launch some financial restructuring and many of these actions are dragging on for months.

With owners in breach of their loan-to-value covenants, a complicated web of varied stakeholders is partly to blame.

Analyst James Frew tells TradeWinds that MSI's work with its own clients shows that a lack of transparency on asset values is also impeding the restructuring process.

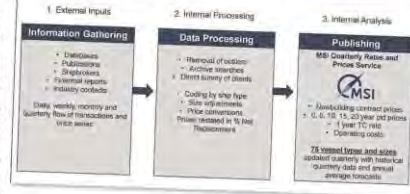
"At the start of last year, a lot of shipowner valuations were not very realistic about the actual amount a vessel could be sold for and this wasn't helped by the absence of data in the public domain and low sales happening," said Frew.

"Banks felt that the valuation certificates they were being presented with from owners weren't particularly realistic."

"Banks have become more realistic, but I think banks tend, with a degree of justification, that vessel pricing is still on the generous side," Frew added.

MSI, which has been involved in shipping as an independent consultant since 1986, says the providers of about 40% of the world's shipping debt are using its forecasts for asset values.

While the firm has been carrying out OSV valuations for the past eight years, its revenue from the



VALUATION PROCESS: MSI's historical benchmark data collection

Analyst James Frew: If a bank does take possession of a vessel they are not going to get at auction what we call the market value.

offshore sector has doubled over two years, from when the crisis began in about 2004, says Frew.

"Some (new offshore clients) had asked for our service because they had lost confidence in the value certificates they had received from others," he said.

MSI has an online valuation tool called Forecast Marine evaluator (FME) for estimates, but MSI produces its own valuations and, daily mostly in specific ships, by building economic models for offshore sectors and using hands-on work for each case.

Currently, its benchmark four classes of platform supply vessels (PSVs) and six classes of supply handling tug supply (SHTS) vessels, based largely on size and whether they were built in Asia or Europe.

It also takes into account vessel specifications, capacities and equipment, as well as equipment replacement prices and yard quality.

The craft is used extensively but has undeniably not "sorely pressed" on all asset values for OSVs, says Frew.

To illustrate the fall, he gives specific examples: an Asian-built, five-year-old HTS vessel with 11,000 bhp and a PSV of 1,200 dwt. Value set down by about 50% for the same HTS, he says, although the general trend for other types is similar.

Frew estimates average current values for the Asian-built, 11,000-bhp HTS vessel at \$6,800 per day in the fourth quarter of 2016, which is down by one-third from the fourth quarter of 2015 and down by two-thirds from about 2014. Frew says the same HTS, if ordered in 2016

by the hefty insurers and costs associated with distressed HTS transactions in the current market suggest that a bank should expect to recover less than half of the loan outstanding," said Frew.

"If banks are able to tough it out, hold the asset through the down-cycle and execute a sale in 2019 — assuming revenue and costs balance in the intervening period — about 70% of the outstanding loan might be recovered."

TradeWinds asked Frew whether the 70% recovery amount could be generalized for the whole offshore sector. "Yes, in very, very rough terms, for that sort of modern generic asset, that's the range you are looking at, but there are limitations to making those values across the whole market."

"We model each of the assets separately and these will differ a lot and also, the other input that we are looking into that — 70% against less than half recovered — is that we've got data on what the discount is when the bank sells as a forced seller, what the brokers' fees are and so on," he answered.

"If a bank does have to take possession of a vessel and auction it off in a forced sale, then they are not going to get what we would call the market value, even though that market value is already low."

Frew says he "has not exactly been Mr Popular" for bringing MSI predictions to the market, which he describes as "grimly realistic", because some owners and "even some banks" have not been interested in hearing about OSV values that are too low.

"The loans facing a number of offshore products today are ones of insolvency rather than illiquidity, which is even under a market recovery, a significant proportion of the debt on assets purchased at low prices is unrecoverable," said Frew.

James Frew

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SHIP VALUATION

# MSI has eyes on the future with new valuation service

UK research company believes it can accurately estimate ship values up to five years ahead and is ready to launch a forecasting service, despite the sceptics who believe forecasting in shipping is a long shot at the best of times

Adam Corbett, London

Specialist maritime forecasting and advisory company Maritime Strategies International (MSI) is taking one step forward by predicting the price of a ship up to five years into the future.

The London-based company is also the latest, following the launch of VesselsValue.com, to provide an instant online pay-as-you-go service for ship valuations. MSI's service is to be called Forecast Marine evaluator (FME).

Forecast Marine evaluator (FME) will cover tankers, bulkers, hopshippers and gas carriers.

For a one-off £200 (£55) online credit-card payment, anyone who is interested can get a quarterly estimate for the value of a ship for the next two quarters and then, accompanied by a time-charts rate forecast.

The big question for many over such a service is what level of accuracy it could offer and will it be educated guess?

The sceptics point out that the perils at the best of times in shipping — the unexpected one-off developments that often frustrate — could prove even more difficult to predict than the vessel valuations.

MSI managing director Mike Payne is confident reliable valuations can be made as far as five years ahead.

Payne points out that ship valuations are often wrongly viewed as simply reflecting time-charts rates. MSI's own data suggests it is a much more complex matter, with a host of other factors such as newbuilding prices and yard capacity included in its forecast.

A complex interaction is why, he says, tanker asset values have not responded to the degree that the dry bulk sector has in the last few years.

Excess yard capacity, prompted by the dry bulk recession, has kept newbuilding prices down in all second-hand tanker values.

MSI FME is ready to launch later this month and has some interesting forecasts that may provide some cheer for the dry bulk market. If owners and operators can survive long enough to see out the downturn.

According to MSI FME forecast by TradeWinds, a 2010-built, 11,000-bhp HTS vessel is worth a miserly \$10.4m in today's market and the short-term prognosis is not

described as a shipyard for example, is a proven track record of building both commodity bulkers, oil tankers and specialised vessels (for product tankers or export tankers).

The other issue MSI will have to contend with is whether there is a demand in the shipping industry to know future fleet values.

With dry bulk expected to slide further before it recovers, the tanker boom expected to run out by the end of 2016, and the downturn in shipbuilding, MSI's forecast is based on ship type, tonnage, year of build and other parameters that can be adjusted.

These parameters are whether the ship is an "eco" vessel or if it has a high fuel efficiency.

COY ON YARD CRITERIA MSI is not giving away the names of which yards it views as first or second choice, although it offers a description of the criteria that it concludes.

A Tier 1 shipyard for example, is described as a shipyard with a proven track record of building both commodity bulkers, oil tankers and specialised vessels (for product tankers or export tankers).

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MIKE PAYNE: MSI managing director is confident the new service can deliver the goods.

Photo: S&P

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Mike Payne: MSI's earnings and asset price forecasts for the leading shipping sectors are significantly more accurate than common alternative methods, such as mean reversion or straight-line depreciation, based on forecasts since 2000.



# OUR VISION

## 公司愿景

To create global full brokerage services in freight and commodity futures broking.

To leverage our international client base and outstanding research into domestic Chinese markets.

To be the number one partner to Chinese and international clients in clearing, financing and advisory.

Develop new products and services to generate fresh revenue streams.

创建一个国际化的航运干散货和商品期货经纪的一站式平台

凭借国际化的客户市场以及优质的研究水平深入中国境内市场

成为中国以及全球客户清算、融资和咨询的最佳合作伙伴

拓展新产品和服务以开通新的营收通道。

Freight Investor Services

# FIS







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