

XENETA RAISES \$5.3 MILLION IN SERIES A FUNDING TO ACCELERATE DISRUPTION OF THE GLOBAL OCEAN FREIGHT MARKET

Oslo, Norway - February 3, 2015 -- Xeneta (www.xeneta.com), the leading data platform for ocean freight market intelligence, has raised a \$5.3 million Series A investment round to fuel its continued growth and product development. Prior investors, Creandum, Point 9 Capital, and Alden, participated alongside new investor Alliance Venture. The Oslo, Norway, based company was founded in 2012 and has raised a total of \$8.5 million since inception.

“It is hard to understate the potential for disruption in the ocean freight market,” said Xeneta CEO and co-founder Patrik Berglund. “This is a \$200 billion global market that is rife with middlemen, a lack of price transparency, and total information asymmetry between buyers and sellers. Xeneta provides actionable intelligence to each customer from day one, leveraging the power of big data analytics to re-write the playbook on how logistics decisions are made.”

Since raising a seed round of funding in March 2013, Xeneta’s data platform has grown substantially. The company now provides market intelligence for more than 50,000 port-to-port combinations, a 50-fold increase in less than two years. In 2014, Xeneta’s database of prices amounted to over \$3 billion in annual freight spend. This global coverage translates to unparalleled insight into market trends and substantial opportunities for increased efficiency for Xeneta’s customers.

Fredrik Cassel, a Board member representing Creandum, one of the company’s seed investors, says “Xeneta is one of those companies that has outperformed plans and expectations following the initial investment two years ago. This is an impressive start to a very exciting journey. In addition to Alliance joining, I’m also happy to see Creandum and all other earlier investors in the company step up their commitments significantly. That should be seen as a great testimony to the team and progress made.”

“Alliance Venture is proud to announce our investment in Xeneta, one of the most promising startups in Scandinavia,” says Managing Partner Jan-Erik Hareid. “The founders have a strong professional background within shipping and logistics, and have already proven they can bring change to a conservative industry. Container shipping represents a substantial global opportunity and we share Xeneta’s vision for providing transparency in a market ripe for disruption.”

Xeneta’s average customer spends almost \$20 million per year on container shipping, and Berglund notes, “many didn’t realize they were over-paying by a double-digit percentage.” With this new round of funding, Xeneta can accelerate its product innovation and growth, reaching more customers in more markets by creating efficiency and transparency for a market that is rapidly re-inventing itself.

About Xeneta AS

Xeneta is the industry leader in on-demand ocean-freight market intelligence and benchmarking analysis, serving companies globally. Through big data collection and analytics, their online platform helps to improve strategic and tactical decisions by increasing efficiency and reducing ocean-freight cost. Xeneta currently processes millions of contracted freight rates representing over \$3 billion in annual freight spend.

Headquartered in Oslo, Norway, Xeneta was founded in 2012 by logistics and transportation professionals with a shared vision of leveraging SaaS technologies to optimize supply chain procurement processes.

About Alliance Venture

Alliance Venture is a Norwegian venture capital firm investing in early stage technology companies. Total capital under management is 850 MNOK (about € 100 million). Alliance Venture was formed in 2001 by a team of experienced executives with broad business, financial and entrepreneurial backgrounds. The team is supported by a network of strategic alliances and an Executive Investor Network, consisting of more than 25 experienced individuals with a passion for start-ups. See www.allianceventure.com for more information.

About Creandum

Creandum is a Stockholm and Palo Alto based VC firm investing in fast growing European companies within the consumer, software and hardware industries. Creandum was founded in 2003 and has in the last decade out of three funds with € 250 million under management invested in more than 40 companies, including Spotify, Epidemic Sound, Vivino, iZettle and Tictail. Visit www.creandum.com for more information.

About Point Nine Capital

Point Nine Capital is an early-stage VC with a deep focus on SaaS and digital marketplaces. It has over 40 companies in its portfolio and has raised a total of €45m for its two funds. Point Nine Capital invests up to €1m as an initial investment in late Seed- or early Series A-rounds.

Launched in 2011, Point Nine Capital was the first VC firm to be founded in Berlin, Germany, with investments across Europe and North America. Companies that Point Nine has backed include Delivery Hero, Westwing, DocPlanner, Mambu, Algolia, Clio, Kreditech, Vend, and many others.