

## Kjaedegaard joins Xeneta

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Norway-based market analyst Xeneta has announced Jesper Kjaedegaard as a new board member. Kjaedegaard is a noted ocean freight expert and independent board member of several maritime-related companies and most notably served as a senior executive in the Maersk group for 30 years.

“Jesper’s vision for a more transparent shipping industry aligns nicely with ours. His clear understanding of how a universal container price reference point benefits all shipping industry stakeholders and what is needed to make it a reality makes him the perfect fit to join our board,” said Xeneta CEO Patrik Berglund. “Jesper’s prior experience in driving change, removing inefficiencies through data and instilling collaboration from all industry players will be instrumental in helping us continue scaling our growth strategically and effectively. We look forward to Jesper’s guidance as he’ll be a valuable asset to the board.”

Kjaedegaard has more than 40 years of ocean freight industry experience and has planned and directed ocean transportation services and port development projects around the world. As a past senior vice president and member of Maersk Line's executive board, Kjaedegaard was directly responsible for managing Maersk Line's global vessel network as well as pricing and was highly influential in the development of INTTRA, which today is the Liner industry's leading booking platform.

Kjaedegaard is past president of the UK Chamber of Shipping and chairman of Maritime UK. He has served as a non-executive board director for a number of both listed and privately-owned transport-related companies in Europe, Latin America and Asia. This includes V-Group, Hafnia Tankers, Stobart Group, Red Sea Gateway Terminals, Seatruck Ferries, Essar Group, APMT Bahrain and BIMCO.

"I am thrilled to be joining such an innovative and passionate group of industry professionals," said Kjaedegaard. "The continued digital transformation of the ocean and air freight industry is of critical importance to both shippers, freight forwarders as well as carriers. The broken state of the global supply chain has led to significant disruptions, unreliable transport capacities and incalculable replenishment times. Being able to access reliable data in real-time is more important now than ever before, and Xeneta is leading the way."