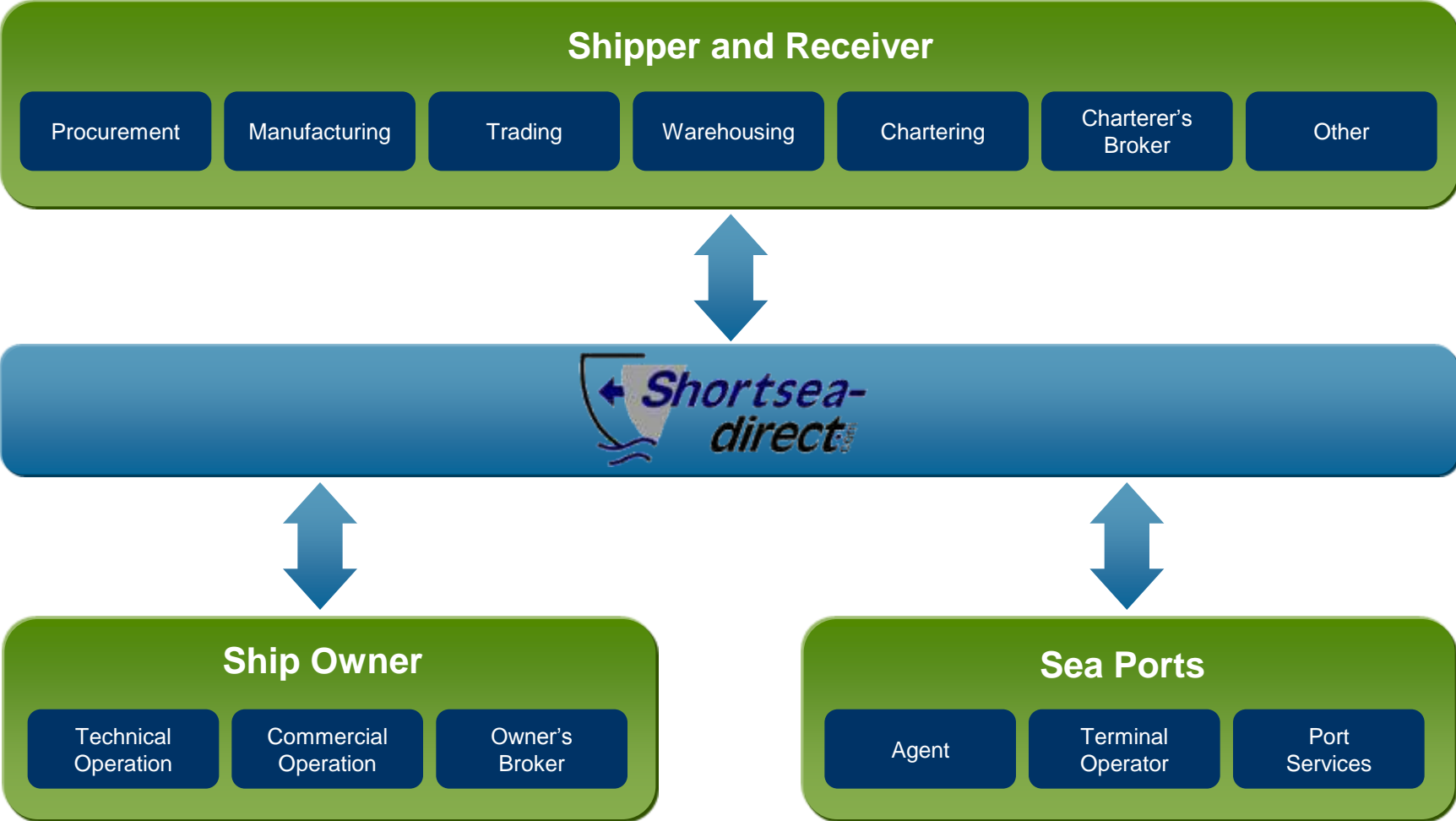*J2R – Tecnologias de Informação, S.A.*

Transmeta Presentation
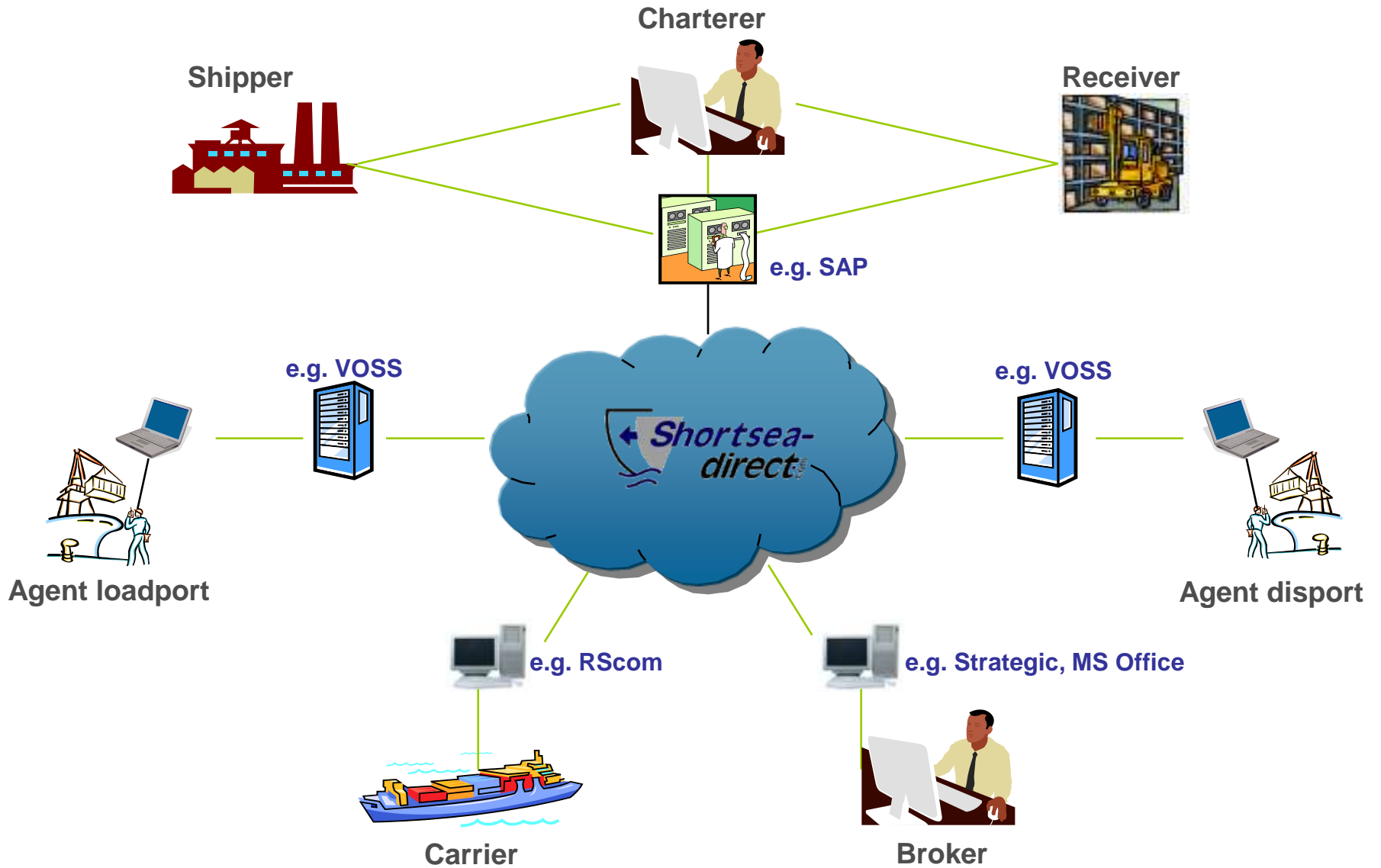
March 2011

Introduction

- **J2R – Tecnologias de Informação, S.A.** is a technology company funded by private investors, that develops and sells web-based solutions for the shipping industry

- **Shortsea-direct** is a web-based service for the non-liner, coastal ("shortsea") transportation industry, developed in conjunction with mainstream North-European short sea players

Value Chain

Shipper and Receiver

| Procurement | Manufacturing | Trading | Warehousing | Chartering | Charterer's Broker | Other |

Shortsea-direct

Ship Owner

| Technical Operation | Commercial Operation | Owner's Broker |

Sea Ports

| Agent | Terminal Operator | Port Services |

Core Players

Charterer

Shipper

Receiver

e.g. SAP

e.g. VOSS

e.g. VOSS

Shortsea-direct

Agent loadport

Agent disport

e.g. RScom

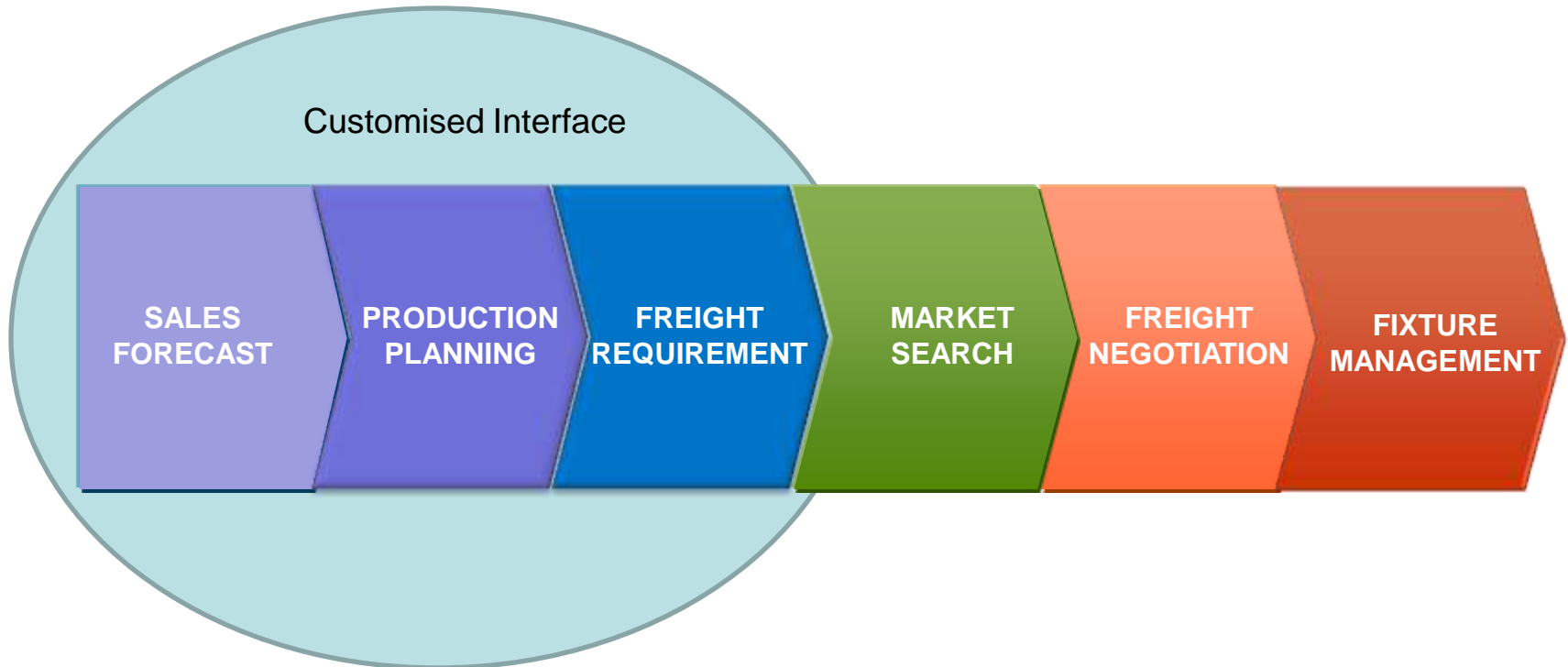e.g. Strategic, MS Office

Carrier
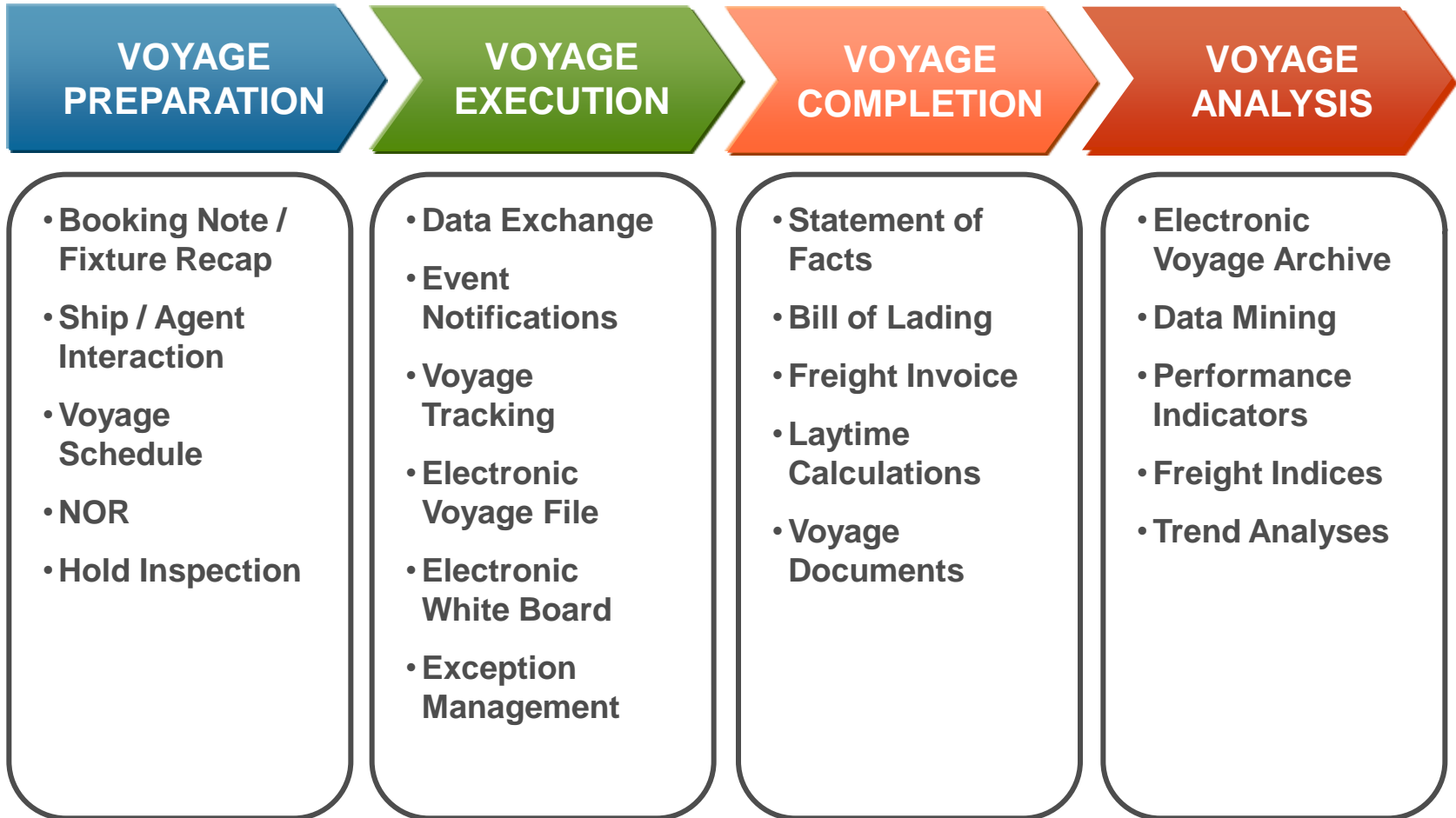
Broker

Value Proposition

- To eliminate paperwork and **boost productivity** in a traditional, information-heavy industry;

- To eliminate needless intermediation, thus **reducing costs and improving speed and quality of information**; and

- To bind disparate business processes into a cohesive transport management system, enabling **better management control**.

A recent case study conducted for an European industrial company estimated **cost savings of € 2.5 M per year** or ten times the cost of using Shortsea-direct
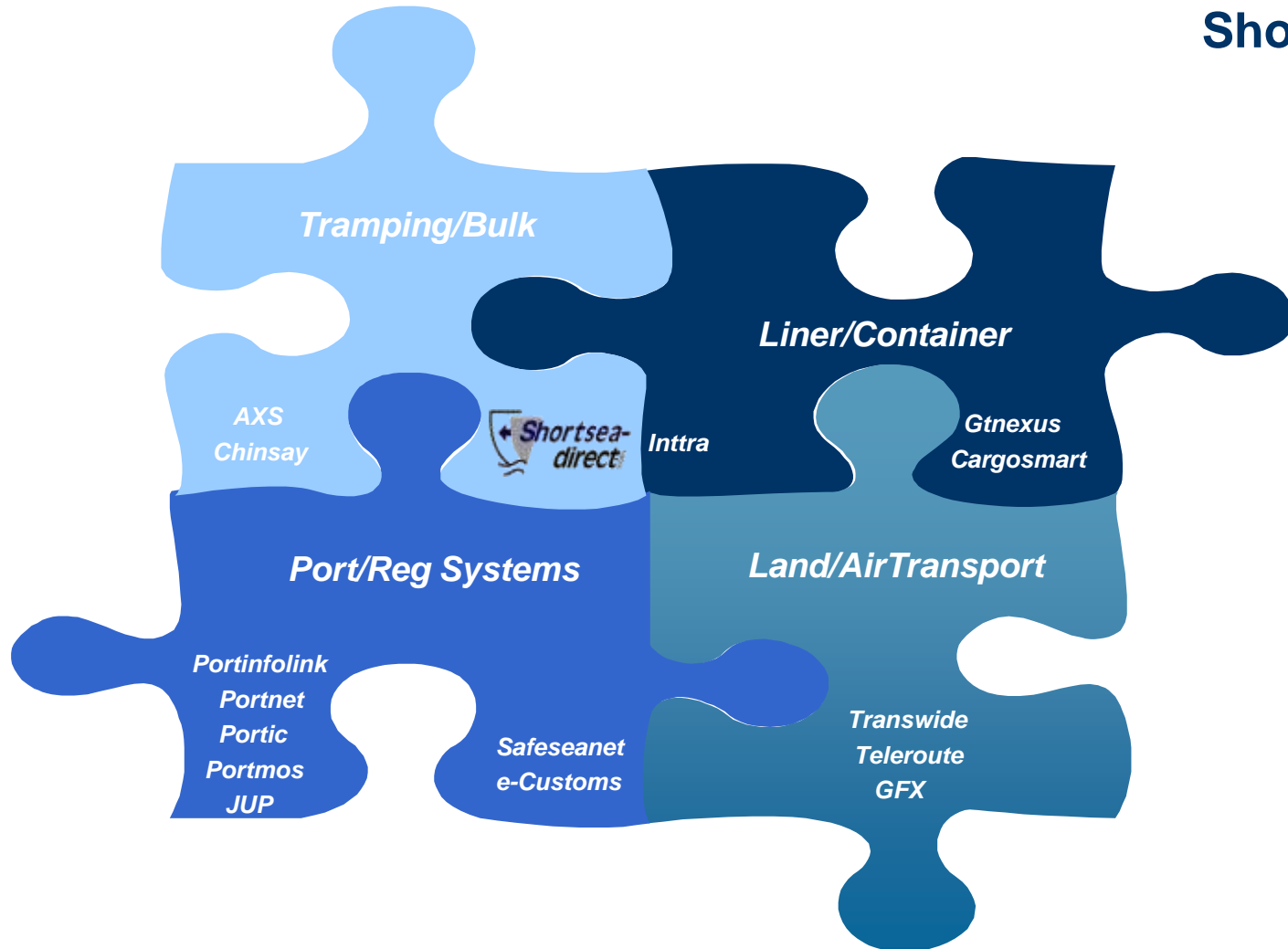
Business Process Breakdown

Customised Interface

SALES FORECAST **PRODUCTION PLANNING** **FREIGHT REQUIREMENT** **MARKET SEARCH** **FREIGHT NEGOTIATION** **FIXTURE MANAGEMENT**

Post-Fixture Processes

VOYAGE PREPARATION

- Booking Note / Fixture Recap
- Ship / Agent Interaction
- Voyage Schedule
- NOR
- Hold Inspection

VOYAGE EXECUTION

- Data Exchange
- Event Notifications
- Voyage Tracking
- Electronic Voyage File
- Electronic White Board
- Exception Management

VOYAGE COMPLETION

- Statement of Facts
- Bill of Lading
- Freight Invoice
- Laytime Calculations
- Voyage Documents

VOYAGE ANALYSIS

- Electronic Voyage Archive
- Data Mining
- Performance Indicators
- Freight Indices
- Trend Analyses

Multimodal Network Concept

Shortsea-direct is a building block for an **integrated multimodal network**

Tramping/Bulk

Liner/Container

AXS Chinsay

Shortsea-direct

Inttra

Gtnexus Cargosmart

Port/Reg Systems

Land/AirTransport

Portinfolink
Portnet
Portic
Portmos
JUP

Safeseanet
e-Customs

Transwide
Teleroute
GFX

TRANSMETA

J2R is seeking partners to develop a multi-modal platform, tentatively named TRANSMETA, that integrates existing platforms and legacy systems into a coherent network, a pre-requisite for the development of GREEN CORRIDORS

Legend:
- Truck
- Train
- Barge
- Bulk carrier
- Container carrier

THANK YOU!