



# **HEIDMAR - Company Profile & Strategic Vision**

## **July 2025**

# Business Overview

*Maritime Services Provider Listed on NASDAQ*



## What we do

- Provide **Shipping Services to financial and strategic investors**
- **“One Stop”** Service provider for tanker, dry bulk and container investment
- **40+ years** of experience



## How we do it

- **Nimble** organization
- Strong **relationships** and **wide networks**
- Always **one step ahead** of the game
- Market knowledge



## What we stand for

- **Reliability**
- **Operational Excellence** - committed to high standards, efficiency, and continuous improvement
- **Customer Focus** - long-term relationships by understanding and exceeding the expectations of our clients and partners.
- **Safety & Environmental Responsibility**



## Where we go

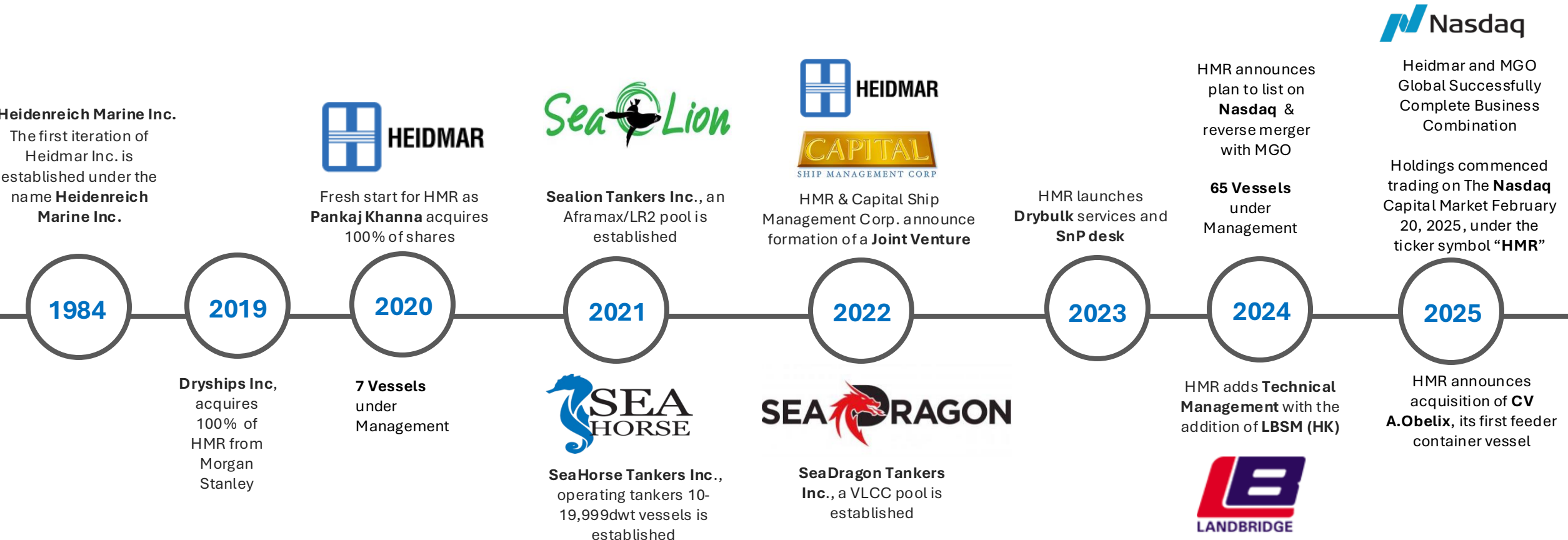
- **Economies of scales**
- Organic and inorganic **growth**
- Use **AI**, automate processes



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# Our History

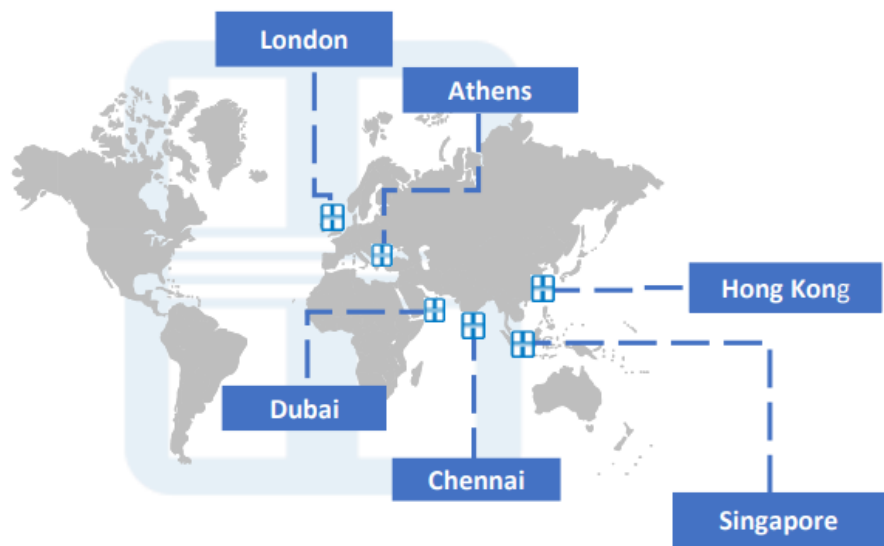
Established in 1984



# Heidmar – A People Company

Highly Experienced Team / Global Presence

## Heidmar’s Global Presence



## Highly-Experienced Team



**Pankaj Khanna**  
*Chief Executive Officer*  
*Member of the BoD*



**Gerry Ventouris**  
*Chief Commercial Officer*



**Niki Fotiou**  
*Chief Financial Officer*



**Andreas Konialidis**  
*Head of Chartering*  
*Member of the BoD*



**Justin Sims-Sterling**  
*Business Development*



**Kalliopi Michalopoulou**  
*Head of Legal & Insurance*



**Deepak Laishram**  
*Head of Operations*



**Vassilis Loutradis**  
*Chartering*  
*Member of the BoD*



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# Our Services

***One - Stop Maritime Service Provider***



**Ship  
Acquisition &  
Sales. Finance**



**Corporate  
Management**  
(Legal, Accounting, Treasury,  
Reporting US GAAP PCAOB  
Standard)



**Commercial  
Management**  
(Pooling, Commercial  
Management, Time  
Charter)

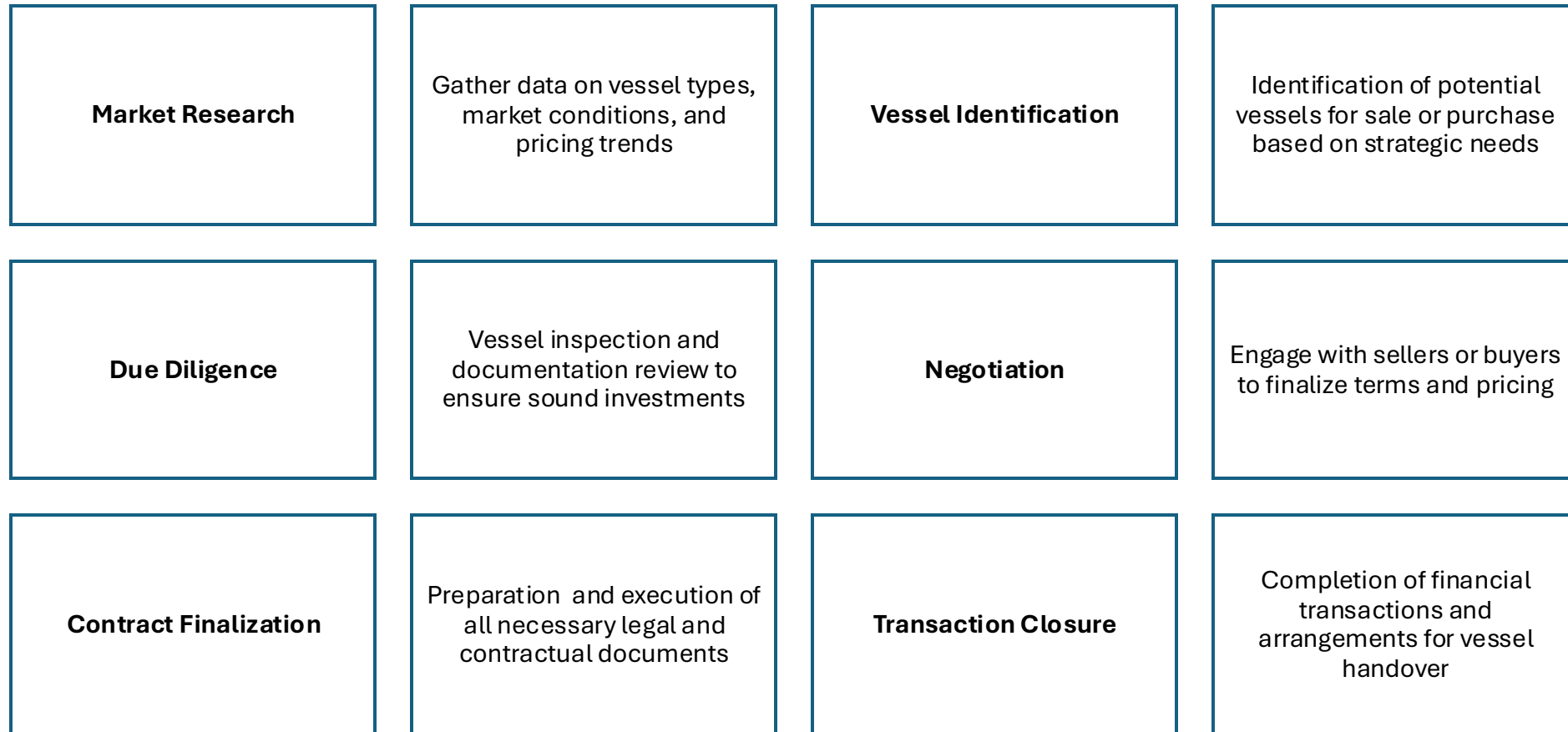


**Technical  
Management**  
(Crewing, maintenance,  
newbuilding supervision,  
Drydocks)

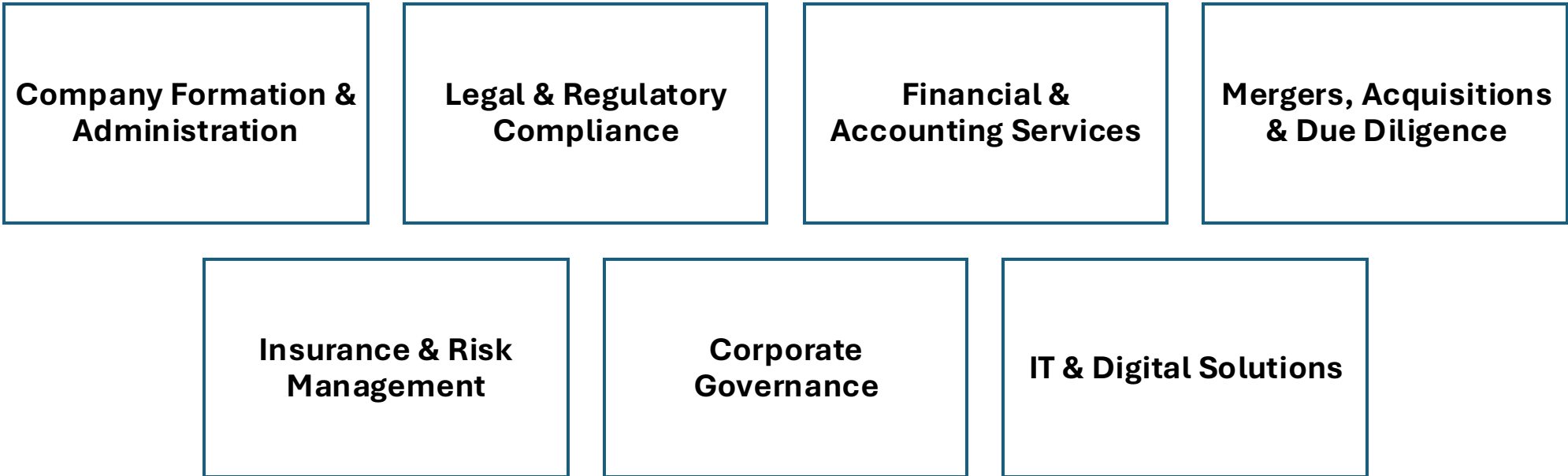


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# Ship Acquisition and Sales



# Corporate Management

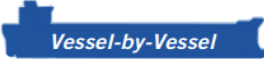





# Pooling

## Pooling in Shipping

- A pool is an association of vessels of similar class that are owned by multiple parties but commercially managed by a third-party operator as a single coherent “fleet”
  - Revenues and expenses from the vessels are “pooled”, with profits distributed to shipowners on a monthly basis based upon a contribution weighting system
  - Pools offer the scale of vessel aggregation (fleet) without ceding strategic or asset control
- Central administration and management enables efficiency and a unified approach when accessing the spot market
- By entering vessels into a pool agreement, risk is spread over multiple parties and reduces the impact of any one vessel being less profitable or suffering a loss
- Allows shipowners to maintain stable cash flow from vessels even when a specific vessel is not under employment

Shipowners Without Pool		Shipowners With Pool
 <b>Vessel-by-Vessel</b>		 <b>Scaled Benefits</b>
Must independently source fixtures	~	Pool management takes care of finding and negotiating voyage contracts ✓
Potential revenue loss due to geographic location of vessels	✗	Commercial capabilities spread among all pool partners, lowering basis risk from geographic position ✓
Lack of scale lowers bargaining power with suppliers	✗	Can take advantage of pool-level scale for better rates on commercial cost centers ✓
<b>Benefits of Pools for Shipowners</b>		
✓ Allows for shipowners to access high-rate routes regardless of the position of their vessels		✓ Enables access to highly-capable commercial managers with strong relationships with charters
✓ Small shipowners can take advantage of the scale offered by pools		✓ Cost benefit for shipowners by outsourcing





# Our Pools



- Established in 2022
- VLCC vessels (260,000-350,000 DWT)



- Established in 2007
- Suezmax vessels (120,000- 200,000 DWT)



- Established in 2021
- Aframax /LR2 vessels (105,000- 115,000 DWT)



- Established in 2001
- MR2 vessels (40,000-55,000 DWT)



- Established in 2021
- Vessels within the range of 10,000-19,999 DWT



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# Commercial Management

**First-class** commercial management services to owners in a **non-pool capacity**, providing chartering, operations, bunkers, freight collection, claims, accounting and treasury services for **one fee**.

**Market Analysis & Positioning**

Monitoring market trends and freight rates to position the vessel profitably and take advantage of commercial opportunities

**Chartering the Vessel**

Securing employment of the vessel

**Contract Negotiation & Compliance**

Drafting, reviewing, and managing charter parties and ensuring compliance with contractual and legal obligations throughout the voyage

**Voyage Planning & Optimization**

Overseeing routing, scheduling, and bunker planning to ensure voyages are cost-effective and meet contractual obligations.

**Performance Monitoring**

Tracking vessel performance (speed, fuel consumption, time charter equivalent) to ensure it meets commercial benchmarks and identifying areas for improvement.

**Liaison with Technical Management**

Coordinating with the technical manager to align vessel maintenance, certification, and crew operations with commercial schedules.

**Freight and Hire Collection**

Managing invoicing and timely collection of freight, hire, and demurrage payments from charterers or cargo interests

**Claims Handling**

Managing commercial claims (e.g., demurrage, off-hire, performance disputes) and working with legal advisors or P&I clubs as needed.

**Reporting to Owners**

Providing regular reports to shipowners on earnings, market outlook, vessel performance, and commercial risks or opportunities.



**Maximized Revenue Generation**



**Scalability & Flexibility**



**Strong Charterer Relationships**



**Risk Mitigation**



# Technical Management

## **Planned Maintenance**

### **& Repairs**

Timely execution of planned maintenance programs and supervision of all repairs needed to maintain vessel performance and safety

## **Dry Docking Management**

Planning and overseeing dry docking projects, including budgeting, yard selection, repair scope, and quality control.

## **Safety & Regulatory Compliance**

Ensuring compliance with international maritime regulations (e.g., SOLAS, MARPOL), flag state, and class requirements.

## **Vessel Inspections & Audits**

Conducting regular onboard inspections and internal audits to assess vessel condition, safety, and operational standards.

## **Technical Budgeting & Cost Control**

Preparing and managing technical operating budgets, monitoring actual costs, and implementing cost-efficiency measures.

## **Spare Parts & Inventory Management**

Overseeing procurement and inventory control of critical spares and consumables, ensuring availability and cost-effectiveness.

## **Performance Monitoring & Optimization**

Tracking fuel consumption, engine performance, and emissions to improve vessel efficiency and reduce environmental impact.

## **Crew Technical Support**

Providing technical guidance and troubleshooting assistance to onboard crew for safe and effective vessel operations.

## **Newbuilding & Retrofit Projects**

Managing new vessel construction and retrofit projects (e.g., scrubber installation, ballast water treatment systems).

## **Emergency Response Coordination**

Leading technical response efforts during incidents such as machinery failures, grounding, or collisions in coordination with HSEQ teams.



# Time Charter Book & Syndication

## Heidmar Time Charter Strategy Overview

- Heidmar's prominent position in the commercial market also allows it to identify favorable conditions or inefficiencies in charter employment as they arise
- Opportunistic investment in chartered-in tonnage to supplement its core commercial management operations
- Key considerations include:
  - **Market Direction:** Deep insights and understanding of tanker market fundamentals with strong ties to cargo owners enables well-informed directional investments
  - **Time Arbitrage:** Downward sloping curve in period charter market provides opportunity to secure tonnage with attractive economics (e.g., 1 and 2-year charters)
  - **Optionality:** Structures often contemplate firm and option periods, offering the ability to assess the market at a future date with no risk or incremental cost
  - **Syndication:** Heidmar will often syndicate all or a portion of its investments to third party partners, while still maintaining commercial management fee stream

## Illustrative Case

- *Heidmar to charter in the open market a vessel from a shipowner on a 1-year firm + 1-year option time charter*
  - *Vessel to operate in Heidmar pool and share pool revenue based on its specifications – alternatively can charter-out the vessel if period market strengthens effectively de-risking the entire investment*
- *If vessel continues to operate in the pool in its 1<sup>st</sup> year, Heidmar is given the opportunity to reassess its strategy based on prevailing market conditions at the end of the firm period and either exercise its option or redeliver the vessel to its owner at no cost*
  - *Options typically are free and do not take into account the significant volatility of the rate market, which enables Heidmar to maintain a favorable risk / reward profile in its investment*

*Regardless of market conditions at end of the firm period, Heidmar has a free option to assess the market, and capture asymmetric upside*



**Leverages market position**



**Minimal upfront capex and defined investment duration**



**Supplemental, non-correlated returns**



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# Project Development - Deal Sourcing

*Tanker | Dry Bulk | Container Shipping*



## Our Value Proposition

- We originate and structure investment shipping opportunities, leveraging deep industry intelligence and global networks across the tanker, dry bulk and container markets



## Core Services

- Market Intelligence
- Asset Screening and Targeting
- Technical and Commercial Due Diligence
- Deal Structuring and Advisory
- Finance



## Who We Work With

- Private Equity
- Sovereign Wealth Funds
- Family Office
- Shipowners & Operators
- Institutional Investors



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# Feeder Container Investment

*Strong cash-on-cash return*



## *Attractive Investment Fundamentals*

Old fleet – average  
age over 15 years

Orderbook at 4% for  
Feeders

Small ships below  
4,000 TEUs exempt  
from additional US  
Port Fees

Liners looking to  
circumvent US Port  
fees using Feeders  
for some trades

Relatively healthy  
medium term  
charter rates

Long life asset – can  
trade to 30 years



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# Heidmar engages with industry leading counterparties

*High quality customers and counterparties*





# Proprietary, industry leading commercial management system

**eFleetWatch** provides real-time information to Heidmar's stakeholders



The first market- facing digital platform in the commercial management space



Large amounts of data stored from prior operations, ideal for adoption of artificial intelligence systems



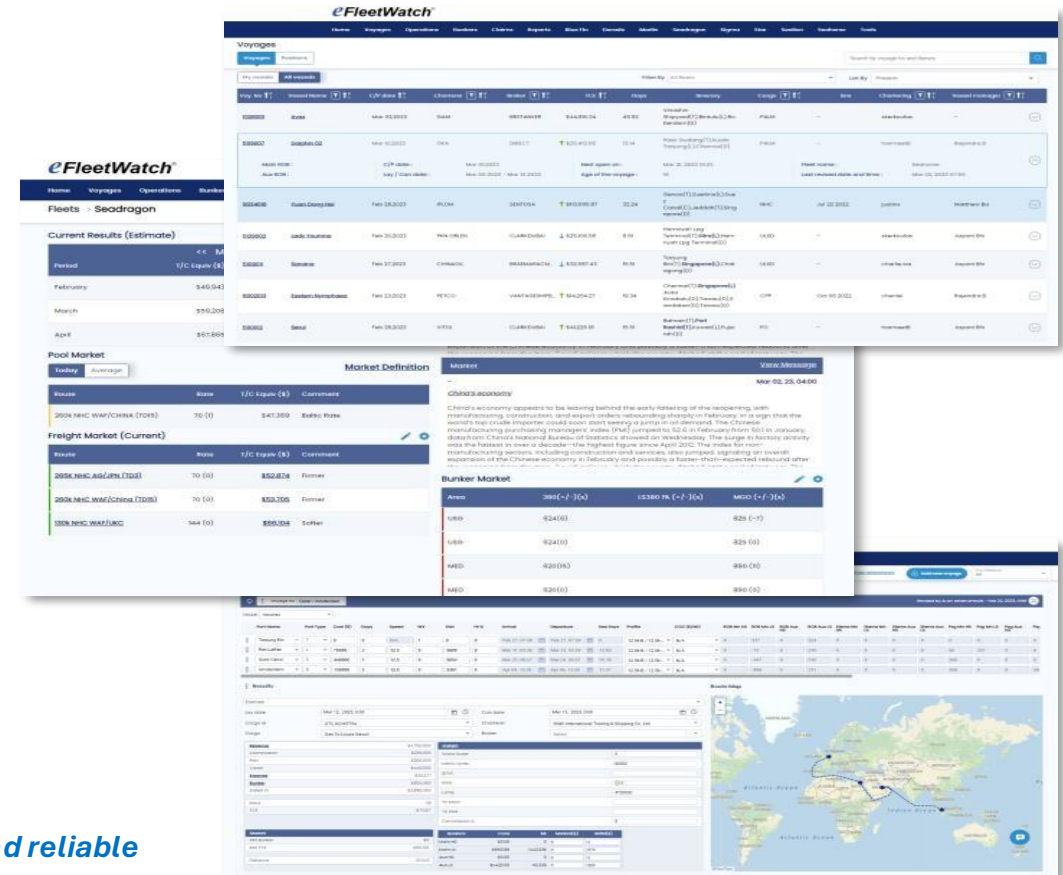
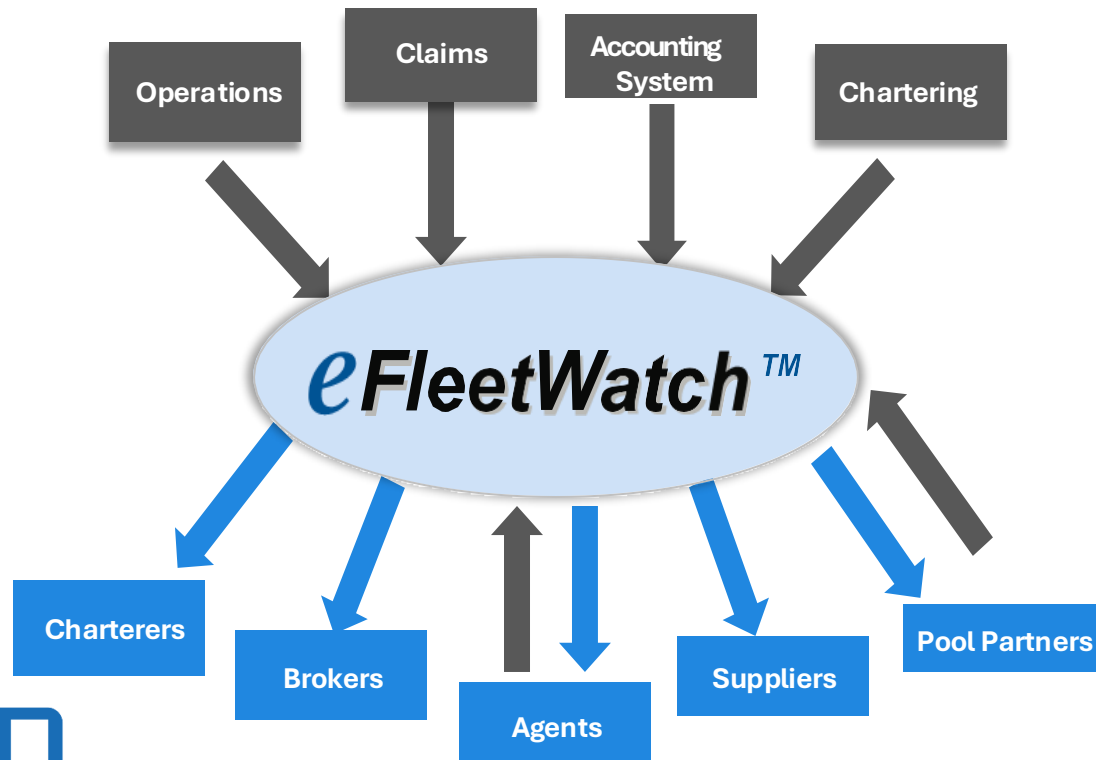
One platform for all Heidmar employees creating huge internal synergies



Cradle to grave type system, partners have access to all relevant data about their vessels and voyages



Provides CO<sub>2</sub> by voyage leg, allows for full cycle voyage management on one platform



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18+ years of in-house development means the platform is tested, stable and reliable

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[www.heidmar.com](http://www.heidmar.com)