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## PRESS RELEASE

# CMA CGM and Freightos sign landmark agreement advancing digitization in the shipping industry

- **CMA CGM becomes the first ocean carrier listed on Freightos**
- **Direct digital sales, booking, and shipment management on CMA CGM key transpacific trade lanes available on Freightos**

The CMA CGM Group, a worldwide leading shipping group, and Freightos, the world's online freight marketplace, are pleased to announce they have signed an ambitious pilot agreement whereby CMA CGM has become the first ocean carrier listed on Freightos. Online bookings, guaranteed pricing, and secured capacity on CMA CGM China-US trade lanes are available on the platform, with further extension to additional lanes planned in the near future.

Through this agreement, CMA CGM reinforces its position as a digital leader within the industry and takes yet another step towards its customer-centric strategy, offering importers and exporters of all sizes direct access to instant pricing, routing, and concrete sailing information in seconds, as well as guaranteed capacity.

CMA CGM rates can now be found free of charge on the Freightos website ([freightos.com](https://freightos.com)).

This development represents a real change for the industry because for the first time, global shipping on key trade lanes functions like passenger travel or ecommerce, where customers can obtain guaranteed prices within seconds.

**Mathieu Friedberg, Senior Vice President – Commercial Agencies Network at CMA CGM Group** said, *“This initiative demonstrates our commitment to customer centricity. We’ve been on a journey to provide our customers with innovative offerings to ensure them the best shipping experience. This partnership raises the bar for ourselves, and the industry, with this important step into the digital era, selling directly to shippers on Freightos.”*

*“This is a true win-win for the industry and a major step toward improving the customer experience,”* said **Zvi Schreiber, CEO and founder of Freightos**. *“With CMA CGM selling on Freightos, smaller shippers now have direct access to a major carrier with competitive pricing. Additionally, shippers of all sizes will have access to guaranteed prices and capacity. This aligns with our goal to help logistics providers drive more value for customers, enabling smoother global trade, and ensuring more reliable and affordable supply of goods to end consumers.”*

### **About CMA CGM**

CMA CGM, headed by **Rodolphe Saadé**, is a leading worldwide shipping group.

*Its 506 vessels call more than 420 ports in the world on 5 continents. In 2017, they carried nearly 19 million TEUs (twenty-foot equivalent units).*

*CMA CGM enjoys continuous growth and keeps innovating to offer its customers new maritime, inland and logistics solutions.*

*With a presence in 160 countries and through its 755 agencies network, the Group employs 34,000 people worldwide, including 2,400 in its headquarters in Marseilles.*

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**About Freightos**

*Freightos® makes global trade frictionless with the world's online marketplace for the trillion dollar international shipping industry. The Freightos Marketplace helps importers and exporters reduce logistics spend and save time with instant comparison, booking and management of air, ocean and land shipments from top logistics providers. The result is international shipping that's as smooth as booking a flight online.*

*Freightos also provides patent-pending technology that empowers carriers and logistics providers around the world to automate freight sales. Freightos AcceleRate™ and Freightos WebCargo™ power rate management, automated pricing, and online freight sales for over 1,000 logistics service providers and carriers, including multi-billion dollar companies like Panalpina and Nippon Express.*

*Freightos has accumulated the world's largest global database of multimodal freight rates, providing industry transparency with the Freightos Baltic Index. Founded by serial entrepreneur Zvi Schreiber, Freightos is a logistics technology pioneer with a worldwide presence, and has raised \$94.4 million from leading venture funds, including GE Ventures.*

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