

**PRESS RELEASE**  
For Immediate Release

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**E2OPEN TO ACQUIRE INTTRA, ADDING THE WORLD'S LEADING OCEAN SHIPPING NETWORK AND SOFTWARE PROVIDER, CREATING AN INTEGRATED GLOBAL SUPPLY CHAIN AND LOGISTICS OPERATING NETWORK**

*Combination of E2open and INTTRA forms the Global Logistics and Supply Chain Network with Access to World-Wide Ocean Container Capacity and information*

**AUSTIN, Texas, October 22, 2018** – E2open, the one place in the cloud to run your supply chain, today announced the acquisition of INTTRA, the leading ocean shipping network, software and information provider. The combination of INTTRA's ocean carrier and shipper network with E2open's industry leading business network will create a unified global logistics and supply chain network. E2open and INTTRA will join efforts to strengthen the connections and streamline the information flow between manufacturers, suppliers, shipping service providers, ocean carriers and all the participants in global trade.

E2open is the largest cloud-based provider of networked supply chain solutions, featuring a complete portfolio of applications that enable the world's most complex supply chains to better plan, collaborate, and execute their end-to-end operations. More than 70,000 partner companies and 200,000 users, many of the biggest brands and manufacturers across a range of industries, use the E2open network and platform to orchestrate their supply chains, creating efficiencies measured in the billions.

Founded in 2001 by the leading ocean carriers, INTTRA has created the world's foremost and largest neutral multi-carrier network across 177 countries with more than 35,000 active shippers, 60 carriers and 150 integrations with transportation management and port system software partners. In March 2017, INTTRA acquired Avantida to extend ocean movements into land-based activities and address container reuse and repositioning for ocean carriers, transport companies, terminals, depots, and others. Today, one out of every four ocean containers shipped globally is booked through the INTTRA platform.

"E2open and INTTRA have a similar consortium heritage and culture – both were born to solve similar problems for their respective ecosystems, to improve efficiencies, overcome data exchange constraints, and reduce the friction associated with doing business," said John Fay, chief executive officer of INTTRA. "In joining forces with E2open, a company that shares our values and understands the benefits of global business networks, we envision a single platform with accelerated innovation to connect, streamline, and operate all aspects of global manufacturing, logistics, and distribution, resulting in immediate benefits for all stakeholders."

The acquisition of INTTRA will extend E2open's current logistics capabilities, consisting of transportation management, logistics visibility, and transportation forecasting, and a network of more than 3,500 large carriers across more than 40 countries to book, tender, track, and invoice shipments. E2open with INTTRA and Avantida, will offer deep integrations with logistics service providers, from third-party, fourth-party, freight forwarders and NVOCCs, and carriers servicing all modes of transportation – air, road, rail and ocean. The combination brings together advanced planning, visibility, collaboration, and execution for an extensive network of regional and global logistics providers.

The carrier community benefits from a stable, unified operating platform with direct access to large global shippers for fully unified and digitized supply chain and logistics operations. The shipper, beneficial cargo owner, freight forwarder and logistics service provider communities derive value from a larger combined network and new end-to-end solutions that improve operational efficiency, reduce inventories and deliver efficient logistics operations. The synergistic combination will further accelerate new product introductions by leveraging combined technology and research and development capabilities.

“The combination provides value to all stakeholders – manufacturers, logistics service providers, freight forwarders and ocean carriers,” said Michael Farlekas, chief executive officer of E2open. “We aim to bridge the gap between manufacturing and logistics with execution capabilities on a unified platform with real-time end-to-end visibility. Shippers will be able to better leverage ocean shipping efficiency, ocean carriers will be able to improve customer experience, and freight-forwarders will be more effective in multi-modal and integrated logistics operations to help grow their respective businesses. We will continue to strive to deliver on our vision of a networked platform on which our customers can operate their end-to-end operations in real-time.”

The transaction is expected to close by year end 2018 after receipt of regulatory approval.

#### **About E2open**

At E2open, we are creating a more connected, intelligent supply chain. One that starts with the ability to sense and respond to real-time demand and supply constraints. One that brings together data from customers, channels, suppliers, contract manufacturers and partners. One that enables companies to use data in real time, with cognitive artificial intelligence and machine learning to drive smarter decisions. One that delivers all this complex information through a single pane of glass that provides a clear view across the supply and demand ecosystem. E2open is changing everything. Demand. Supply. Delivered. [www.e2open.com](http://www.e2open.com).

#### **About INTTRA**

INTTRA is the largest neutral network, software and information provider at the center of the ocean shipping industry. INTTRA’s innovative products, combined with the scale of our network, empower our customers to trade with multiple parties and leverage ocean industry information to improve their business. Connecting over 35,000 shippers across 177 countries with more than 60 leading carriers and over 150 software alliance partners, INTTRA streamlines the ocean trade process. More than 850,000 container orders per week are initiated on the INTTRA platform, representing over one quarter of global ocean container trade.

#### **About Avantida**

Avantida is a European technology provider that assists in optimizing the handling of empty containers. The company’s reuse and repositioning applications provide actionable information that can minimize miles driven, increase container velocity, lower costs for carriers and transport companies, enable exporters to ship more efficiently, and reduce CO<sub>2</sub> emissions as well as congestion at depots, ports and surrounding communities. Avantida’s platform currently serves Belgium, The Netherlands, Germany, France, Italy, Portugal, Poland and Spain. [www.avantida.com](http://www.avantida.com).