



Insights Global - Consultancy

Feasibility Study and Investment Case





Market research company

Create better functioning energy markets by enabling intelligent decisions

- Provide insights to support our clients
- Scientific approach: data driven combined with on-the-ground intelligence
- Sophisticated & creative solutions

Well-known products:

- Rhine/ARA barge freight rates
- ARA oil product stocks
- TankTerminals.com
- Rhine Flow Service
- Consultancy Services
- Oil Academy

TankTerminals.com



It is critical to develop business to support long-term profitability.

Management is responsible for making the right investment decisions.

Responsibilities management

- Needs to make investment decisions.
- Needs to develop business cases (expected revenues versus CAPEX+OPEX).
- Needs to know the risks and market potentials of the investment.
- Aligns investments with business strategy.
- Aligns investments with long-term profitability targets.



Uncertainty about return on investment requires support from external experts

New challenges due to changing market developments

Challenges and uncertainties

- The probability of success regarding the investment decision
- Risk of reputational damage if you missed market information that resulted in a bad ROI
- Short- and long-term return on investment
- Robustness of the business case
- Risks and upward potential of the business case
- Market outlook regarding the relevant products for this business case
- Future supply & demand imbalances regarding the relevant products for this business
- Impact of the Energy Transition on your company
- Future competitiveness regarding the relevant products for this business case
- Expected revenues resulting from the investment



Getting more clarity about the risks and potential revenues is critical.

What we offer

What we will do

Provide clarity on:

- The probability of success regarding the investment decision and robustness of the business case
- The competitiveness of your own company relative to competitors via a benchmarking analysis that examines main characteristics, logistical performance and other important factors
- Any vital market information you may be missing

Determine:

- Risks and upward potential of the business case
- Key supply & demand drivers and imbalances for the relevant products
- Impact of the Energy Transition on your company
- Future competitiveness of the relevant products
- Expected revenues resulting from the investment



Concrete deliverables will help you better understand the risks and potential revenues.

What we deliver

Deliverables

- Overview of risks and upward potential of an investment
- Overview of the key supply & demand drivers and imbalances for the relevant products
- Overview of the impact of the Energy Transition on your company
- Overview of high level NPV scenarios
- Benchmarking analysis
- Overview of expected revenues resulting from the investment



Study will help to be make better investment decisions

What you will experience

Pay-off

You will:

- Have more clarity about the expected revenues resulting from the investment.
- Have a better understanding of the probability of success of the investment/business case.
- Be better prepared to take the right investment decision.
- Have an external due diligence advisor on feasibility (second opinion/cover your ass).





Insights Global Team



Patrick Kulsen – MD & Senior Consultant

Patrick brings his management skills, market knowledge and commercial DD experience to the team. He is also owner of TankTerminals.com which provides unrivaled access to relevant data and information on the terminal industry.

Relevant experience:

- Involved in multiple Commercial DD's for tank terminal assets
- Frequent speaker at conferences on tank terminal market developments
- Specialist in quantitative modeling and forecasting of oil products supply, demand and trade flows
- Deep understanding of oil trading business and how this translates to requirements for terminals

Education:

- Quantitative Finance (MSc.)
- Systems Engineering (MSc.)
- Mechanical Engineering (B.)



Rene Loozen— Consultancy Director

Rene brings his analytical skills, market knowledge and extensive experience in the oil and chemical value chain to the team.

Relevant experience:

- Leader of many strategic market insight projects in terminal and chemical industry
- Frequent speaker at conferences on tank terminal market developments
- Specialist in modeling and forecasting of chemical products supply, demand and trade flows
- Deep understanding of chemical business and how this translates into requirements for terminals

Education:

- Business Economics (MSc.)



Steven Bitter – Market Intelligence Analyst

Steven is a young highly educated expert in data analysis and programming

Relevant experience:

- Amongst others, econometrics, statistics, data science and commodity market belong to his field of expertise
- Competent in modeling and forecasting of oil products supply, demand and trade flows.
- Author of many oil market reports
- Has been involved in several consultancy projects

Education:

- Econometrics and Management Science (MSc.)
- Econometrics and Operations Research (BSc.)



Lars van Wageningen – Operations Manager

Lars is the key contact for understandings of Insights Global's different knowledge fields.

Relevant experience:

- Involved in various teams of previous commercial DD projects
- Analyst and editor of Insights Global reports on commodity markets, freights and tank terminal dynamics
- He is in charge of the different daily and weekly quantitative and qualitative reports Insights Global offers regarding the supply chains in the ARA and Rhine region and responsible for the Tankterminals.com platform.

Education:

- Master in Business Administration (MSc.)





Insights Global References



References

Insights Global has been involved in several projects and has a good reputation in the market.

“Patrick and the entire team have provided valuable support to Zenith Energy from market research to M&A support and advisory since inception. Insights Global does a great job of truly understanding exactly what we want and need on each project, from off the shelf S&D figures to very market specific intel and he always delivers a great product.”

Brian Feyereisen, Managing Director, Zenith Energy LP.

“Patrick Kulsen and his team of professionals assist us with their profound knowledge of the industry and they help deliver insights for our aggressive investments projects”

Walter Wattenberg, Group CEO LBC Tank Terminals Group

“Insights Global has helped us with several projects, delivering excellent market research which has helped us to make the right business decisions. Recently, Insights Global prepared an excellent Market Outlook & Company Position Report, which contributed to a successful refinancing of our terminal in Amsterdam and which supported an investment in a new rail handling system as well as dedicated ethanol storage. In our view, Insights Global is very well equipped to deliver bankable market and commercial due diligence reports. They know the local markets very well, have terminal experience, work professionally and meet expectations.”

Peter Vucins, Director at Global Petro Storage Group

“Insights Global has been engaged by ESB to provide Oil Storage market valuation reports and market advice. Leveraging off their up-to-date market knowledge, their network and their experience, they have provided a very professional service that has always met our expectations.”

Paul P. Cullen, Commercial Projects Manager, ESB Generation & Trading

“For our terminal expansion in Rotterdam, Insights Global has advised and accompanied our commercial team very well in developing our Commercial Plan. The cooperation has led to a focus on the right, appropriate market segments with regard to our new tank capacity, which will be commissioned during Q3/4 in 2021.” Erik Kleine, General Manager Europe, LBC Terminals