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(Tradewinds)  
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## High hurdles for Heidmar stock listing

Connecticut-based Heidenreich Marine (Heidmar) has high hurdles to clear if it hopes eventually to win a public listing as a logistics company but it cannot be discounted, financial sources say. "It's very understandable that they'd want to go that way when you look at the multiples logistics companies receive versus shipping issuers," said one US source.

He added: "Are they a true logistics company? We'll see. I think they are a good company and whatever they do they seem to do well. I just don't know if they do anything all that different -- sufficient to separate them from the pack."

Heidmar boss Per Heidenreich told TradeWinds in a recent interview that the company's long-term plans involve going public as an oil-services industry logistics company.

He outlined a corporate reorganisation establishing a subsidiary that will market Heidmar's online technology services to charterers and owners. Heidmar is also strongly rumoured to be moving into the lightering business in the US Gulf, although he would not comment on such plans.

The company also continues to build its large panamax pool in the Atlantic Basin and a smaller products venture, Dorado Tankers, seeing economies of scale in purchasing bunkers and other supplies for clients. Heidmar has no owned tonnage in either pool. "We have no steel, our assets are our people," Heidenreich said.

He pointedly says the company will not consider a shipping listing, noting that valuations are perhaps one-third of that achieved in logistics.

Logistics companies typically are not asset-based but there are other tests as to how the market will view Heidmar, one analyst says. Importantly, investors will expect to see earnings typical of logistics companies and independent of fluctuations in shipping-hire markets.

"At the end of the day investors are pretty smart people and they'll be the ones who decide whether they're [Heidmar] a logistics company," said the analyst. "Even a company that prices as a logistics company won't retain that kind of premium if it later shows earnings more typical of a shipping operation," he added.

Logistics companies derived from the air-freight industry are still a rarity in shipping -- mostly within the container sector, he says. In bulk shipping, a company like the Stolt-Nielsen operates much like a logistics venture except that it owns its own ships and is heavily asset-based, he adds.

"Per's a very smart, capable guy and I think what he's doing should be taken seriously but I think we need a little more information," said one source.