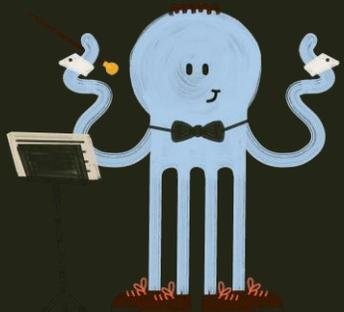




Copenhagen  
Merchants Group

10 April 2025



Octo Connector  
... also a Merchanteer

# To Merchanteer

## Verb Conjugation Chart: to merchanteer

### **Tense**

### **Example Sentence**

Infinitive

to merchanteer

Present

**I/You/We/They merchanteer** – He/She merchanteers

Past

I merchanteered

Future

**I will merchanteer**

Present Perfect

I have merchanteered

Past Perfect

I had merchanteered

Future Perfect

I will have merchanteered

Present Continuous

**I am merchanteering**

Past Continuous

I was merchanteering

Future Continuous

**I will be merchanteering**

# What is Merchantteering?

Some companies trade.

Some execute.

Some advise.

We merchanteer.

It's not a job title or a buzzword. It's a way of working – and a way of being.



Octo Explorer  
... also a Merchanteer

## So what does it mean?



Octo Optimizer  
... also a Merchanteer

Merchanteeering is what happens when we combine commercial instinct with curiosity. When we navigate complexity with calm. And when we don't just follow the value – we sense it, shape it and create it.

It's bold moves and back-office brilliance. It's local knowledge with a global view. It's connecting dots others don't even see. And it's doing it all with heart, humor and highest standards.

# How do we merchanteer?

There's no manual (and if there was, we probably wouldn't read it).

But there are patterns in how we work:

- We spot the opportunity before it's obvious
- We are curious and ask the extra question
- We follow through (and then some)
- We act fast, but think long
- We always keep the customer in the conversation

Whether you're in Chartering, Brokerage, Finance, Agency, IT, or out on the forklift – you're part of the chain that makes Merchanteeing work.



Octo Farmer  
... also a Merchanteer

## Why does it matter?

Octo Hunter  
... also a Merchanteer



Because this mindset is what sets us apart. We don't just fill gaps in the market. We create better ways of doing things – for customers, colleagues, and partners.

We make commercial complexity look simple. Not because it is. But because we merchanteer.

# A word with a (T.W.) Heartbeat

The word "Merchantearing" came to life during Next Stop 2025. But the way we work? That's been part of our DNA all along.

You'll meet more of it in the T.W. Heart tribe. In the stories we tell. In the projects we run. And probably in yourself, too.

Welcome to the language of who we are.



Octo Scout  
... also a Merchantear

# The T.W. Heart Tribe



Octo-Explorer



Octo-Optimizer



Octo-Hunter



Octo-Farmer



Octo-Scout



Octo-Connector

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