

ROSE

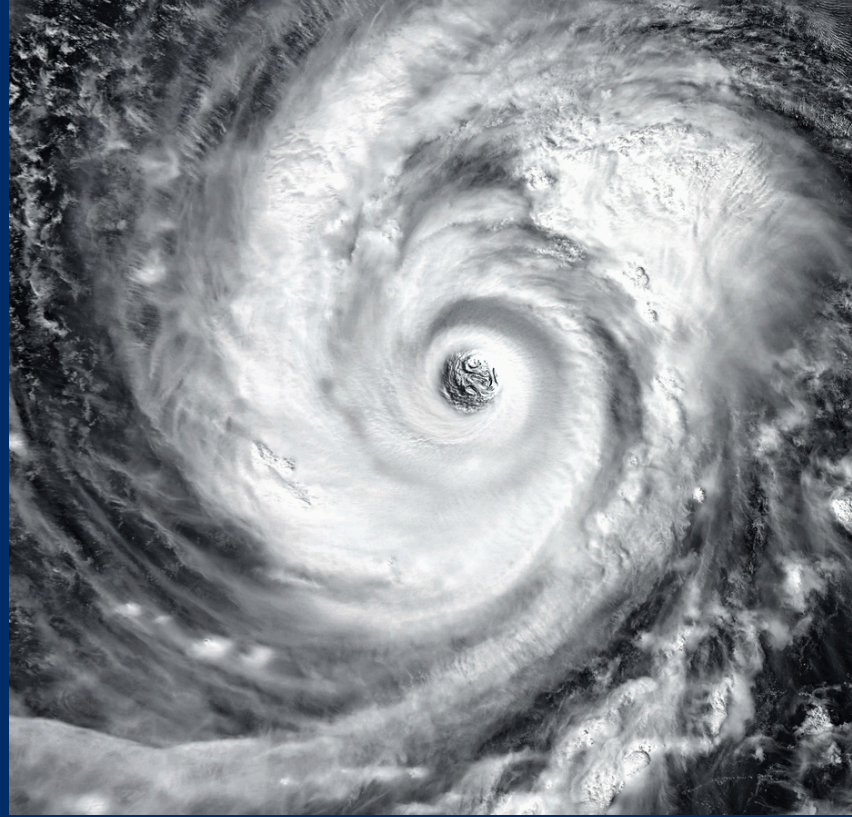
NEWS UPDATE



HURRICAN MILTON HITS FLORIDA

FREIGHT RATES SURGE NATIONWIDE

LONG-TERM MARKET IMPACT



UPDATES

Spot truckload rates are rising, particularly in the Southeast, due to the aftermath of Hurricane Helene and the upcoming Hurricane Milton.

Florida's major ports will close, creating delays in shipping, which will impact the global flow of imports and exports.

Shippers are moving goods into Florida ahead of Hurricane Milton, tightening capacity and driving rates higher.

Hurricanes Milton and Helene may cause a prolonged rise in spot rates, similar to the 2017 hurricane season, as the freight market approaches equilibrium.

Rose will continue to offer the best solutions during these unprecedented times, but we ask for patience as back-to-back hurricanes and recent historic labor strikes have severely impacted the shipping ecosystem.

SUMMARY

Spot truckload rates across the U.S. are surging, with the Southeast seeing the sharpest increases following Hurricane Helene's devastation and in anticipation of Hurricane Milton's landfall. The hurricanes have disrupted infrastructure, including roads and bridges, tightening capacity and slowing freight movement. Spot rates for dry-van, refrigerated, and flatbed freight have increased nationwide, and in the regions most affected, rates have climbed by an average of 10 cents per mile

Florida Ports to Close, Impacting Global Trade

With Hurricane Milton set to make landfall, many Florida ports are expected to close. These closures will delay both imports and exports, creating a significant bottleneck in the global supply chain. The flow of goods will be severely impacted, pushing up costs for industries reliant on timely shipments. The global trade network will feel the ripple effect, as delays and backlogs worsen.

Prepositioning Freight Ahead of Hurricane Milton

As the storm approaches, shippers are prepositioning freight into Florida to get ahead of the expected disruptions. This rush to move goods into key hubs like Lakeland is causing inbound freight rates to skyrocket. Inbound refrigerated rates from Atlanta to Lakeland, for example, have risen by 16 cents per mile. The scramble to deliver goods ahead of the storm is tightening capacity and creating pricing pressures in the region.

Long-Term Market Impact

The combined effects of Hurricane Helene and Milton could lead to a long-term increase in spot rates, similar to the aftermath of hurricanes Harvey and Irma in 2017. With the truckload market approaching supply-demand equilibrium, the hurricanes may accelerate the upward pricing trends. Shippers are facing rising costs now, and the post-storm recovery will only increase delays, making it harder to move goods efficiently.

Rose's Commitment to Solutions in Unprecedented Times

At Rose, we are committed to providing the best solutions possible during these unprecedented times. However, we kindly ask our valued customers for patience and understanding. The recent historic labor strikes, some of the largest in U.S. history, have already impacted the shipping industry, and now, with back-to-back hurricanes causing widespread disruption, the ecosystem is under immense strain. We are doing everything we can to navigate these challenges and ensure your goods are moved as efficiently as possible, despite these extraordinary circumstances.

UPDATES

Spot truckload rates are rising, particularly in the Southeast, due to the aftermath of Hurricane Helene and the upcoming Hurricane Milton.

Florida's major ports will close, creating delays in shipping, which will impact the global flow of imports and exports.

Shippers are moving goods into Florida ahead of Hurricane Milton, tightening capacity and driving rates higher.

Hurricanes Milton and Helene may cause a prolonged rise in spot rates, similar to the 2017 hurricane season, as the freight market approaches equilibrium.

Rose will continue to offer the best solutions during these unprecedented times, but we ask for patience as back-to-back hurricanes and recent historic labor strikes have severely impacted the shipping ecosystem.

