

21 September, 2009

New opportunity for your Shipping Instructions: eaSI online

Dear Customer,

Hapag-Lloyd has been offering an innovative service for electronic submission of Shipping Instructions by means of "intelligent" PDF forms for about 18 months.

"eaSI" stands for "electronic-advanced Shipping Instructions" and has, since its successful launch, been very well accepted in the market. Not even requiring an electronic data-connection, eaSI allows you to complete your Shipping Instructions conveniently at your PC and despatch same via email to Hapag-Lloyd. Our IT systems will then process your incoming data in a fully automatic fashion, just like in a normal EDI connection.

These electronic-advanced Shipping Instructions" (eaSI) are now also available online. This solution is ideally suited to complete and send your B/L instructions to Hapag-Lloyd efficiently.

Your benefits :

- Managing of your B/L Instructions "online"
- eaSI forms are already prefilled with data of your confirmed booking
- Option to create templates for repetitive shipment patterns
- time savings and better data quality
- no IT investments necessary
- eaSI simply works with the free Adobe Reader (Version 7.09 or higher)

As registered Customer for our website (www.hapag-lloyd.com) you can use our new product **Shipping Instructions: eaSI online** directly via our Online Business Suite.

Further detailed information is available on the "Flyer Shipping Instructions: eaSI online or in our **Online Business User Guide**.

For further questions please do not hesitate to contact your local **Hapag-Lloyd Office**

Kind Regards,
Hapag-Lloyd AG