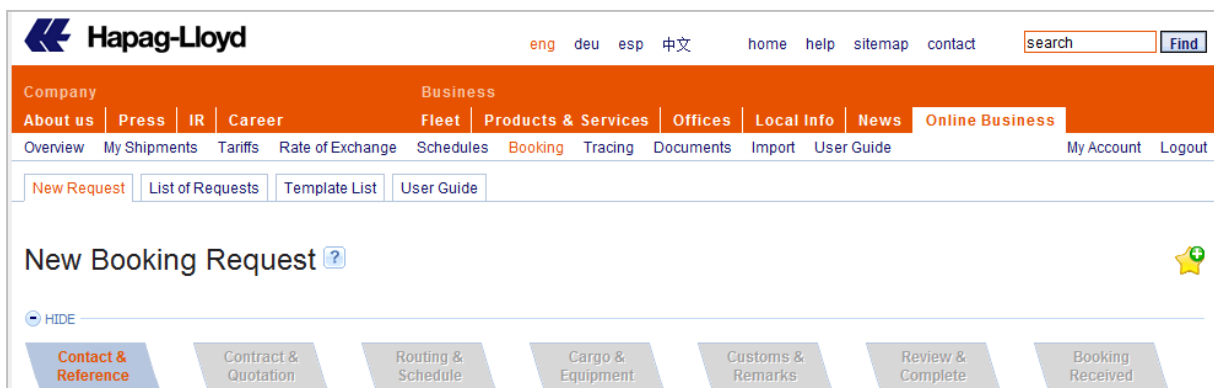


■ Online Business - new Web Booking Solution

May 16, 2014

Dear Customer,

Hapag-Lloyd offers a new Web Booking solution based on a wizard-system which easily guides you through the booking process. The application as shown below is directly connected to the Hapag-Lloyd IT system.



The screenshot shows the Hapag-Lloyd Online Business web interface. At the top, there is a navigation bar with the Hapag-Lloyd logo, language options (eng, deu, esp, 中文), and links for home, help, sitemap, and contact. A search box is also present. Below this is a secondary navigation bar with 'Company' and 'Business' sections. The 'Business' section includes links for Fleet, Products & Services, Offices, Local Info, News, and Online Business. A third navigation bar contains various service links such as Overview, My Shipments, Tariffs, Rate of Exchange, Schedules, Booking, Tracing, Documents, Import, User Guide, My Account, and Logout. The main content area features a 'New Booking Request' section with a 'New Request' button and a 'List of Requests' button. Below this, a 'HIDE' button is visible, followed by a series of steps in a wizard: Contact & Reference, Contract & Quotation, Routing & Schedule, Cargo & Equipment, Customs & Remarks, Review & Complete, and Booking Received.

In case your containerized shipments typically consist of repetitive, non-hazardous and in-gauge cargoes, our Web Booking feature may be the right option for you, so long as:

- Your booking requests with Hapag-Lloyd are currently placed manually
- You typically do not use EDI or shipping portals today
- You require a carrier online booking option to assist your current process
- You wish to streamline your booking workflow and increase transparency

General benefits:

- No investment costs – service is free of charge
- Higher data quality through electronic processing
- Independent from HL office hours: 24/7 availability of our Online Business
- Business potential for cost- and time savings on emails and phone calls

Key advantages:

- **Less typing** - data prefilled based on Hapag-Lloyd Quotation number
- **Re-use of data** through “copy booking” and “template function”
- **Embedded schedule** feature for specific voyage selection
- Option to use **Draft-function**: „start now – complete later“
- Data Verification prior to submission supports **higher data quality**
- **Instant Booking Number** upon submission
- **Transparency on status of bookings** within your organization (Unit)

As precondition for placing booking requests, Online Business Users need to provide a valid Quotation- or Contract Number within the application, as well as basic booking data.

You are welcome to preview our [Quick Start Guide for Web Booking](#) to gain an impression of our new feature beforehand. For a condensed overview please look at our [Web Booking Flyer](#).

If you would like to submit your bookings online, but are not yet registered for our Online Business, please use the [application form](#) on our website.

For further information please contact your local Hapag-Lloyd Sales or Customer Service Representative.

Kind regards,

Hapag-Lloyd AG