

Loaded as Booked

Our Quality Promise to you



What does this Quality Promise mean?

We have set ourselves the goal to load at least 95% of our customers' containers as per booking confirmation.¹

What is in it for you?

- Missed loadings lead to delays, extra admin work, and higher costs.
- Hapag-Lloyd ensures your cargo is loaded as booked to avoid these issues.
- Fewer rolls improve supply chain flow and planning security.
- Reduced administrative effort and commercial costs save you time and money.
- Helps maintain your reputation as a reliable logistics or business partner.

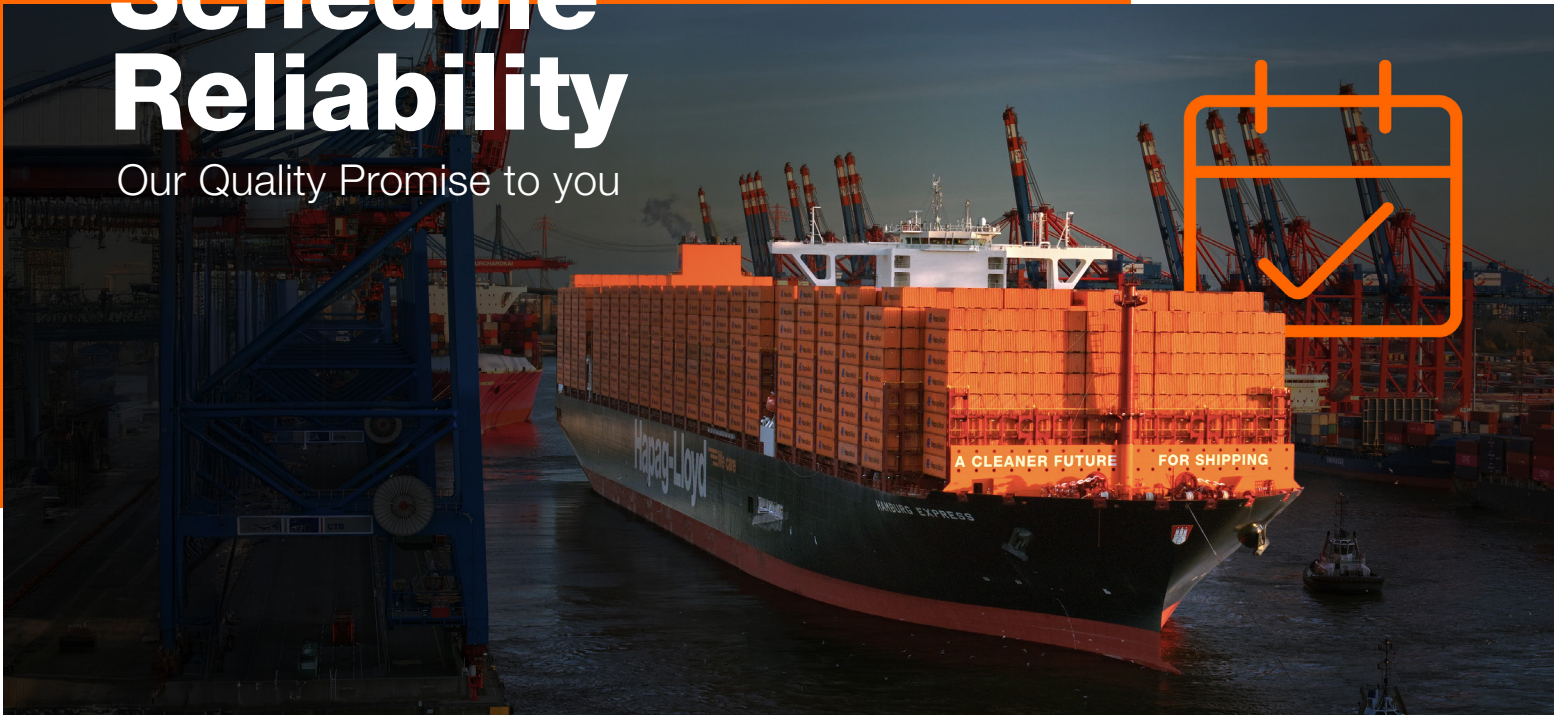
Where do we need your close collaboration?

To help us deliver, we rely on your good cooperation in gating-in your full containers as per agreement in the booking confirmation's terms and conditions.

¹Evolved from 2023 Targets: Target remains unchanged; scope has been expanded.

Schedule Reliability

Our Quality Promise to you



What does this Quality Promise mean?

We aim to provide an industry-leading schedule reliability to enable smooth cargo connections and more efficient long-term planning.

Our goals¹:

- Rank amongst the Top 3 of the 13 largest carriers for the overall Hapag-Lloyd network, as reported by Sea-Intelligence
- Schedule reliability of over 90% for the Gemini network

What is in it for you?

- Reliable arrival information as enabler for more efficient long-term planning.
- Improved supply chain integrity helps reduce inventory and costs.
- Meet delivery commitments for your own customers.
- Schedule reliability details available on the Quality Promise Customer Dashboard.

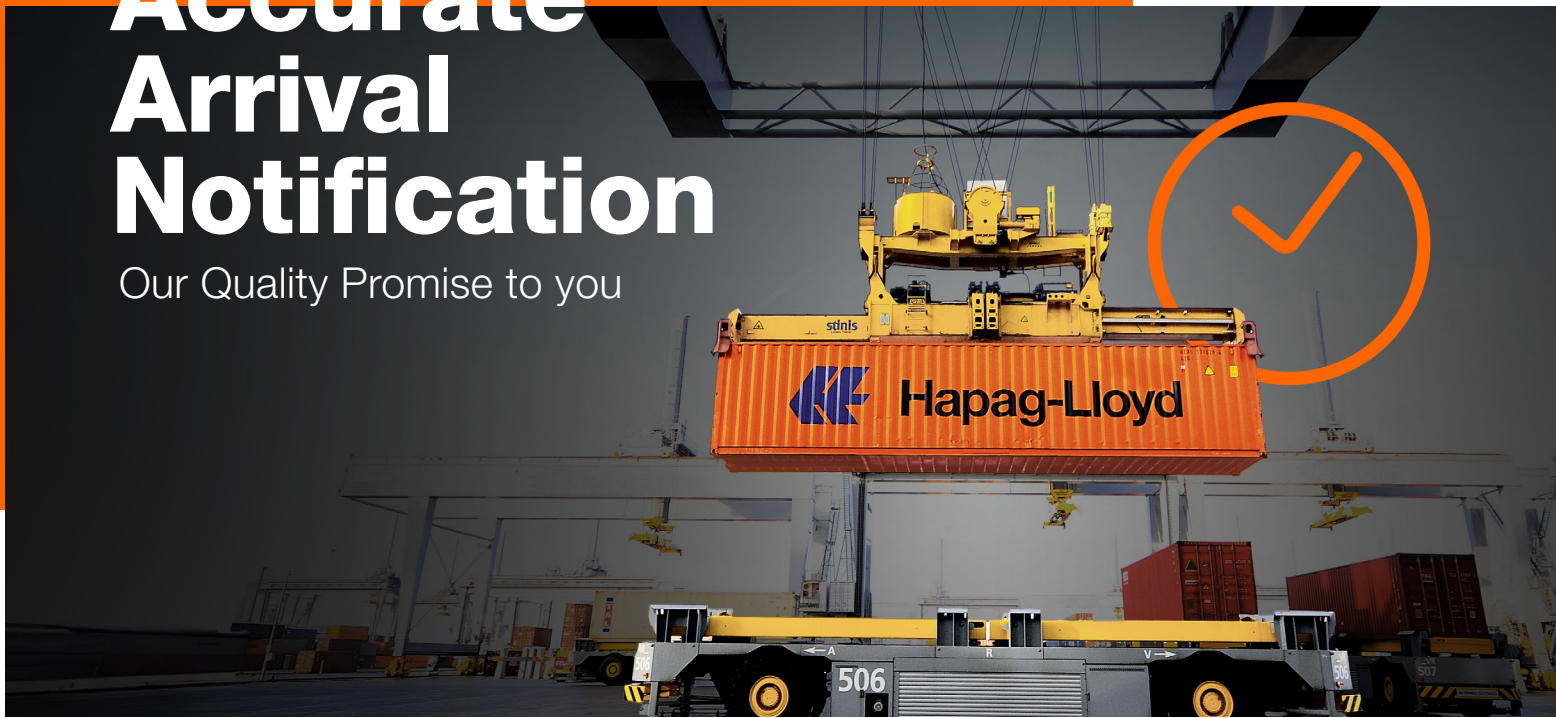
Where do we need your close collaboration?

To help us deliver, we rely on your accurate volume forecasts, early heads-up, and close communication with us in case of any changes to your booking plans.

¹Evolved from 2023 Targets: Top-three ranking among the 15 largest carriers, as reported by Sea-Intelligence

Accurate Arrival Notification

Our Quality Promise to you



What does this Quality Promise mean?

We are committed to improve the accuracy of the vessel arrival times as provided in the Arrival Notification, aiming for:

- 90 % accuracy for long haul shipments¹
- 95 % accuracy for short haul shipments²

What is in it for you?

- Receive accurate Arrival Notifications from us well ahead of your shipment's arrival at the port of delivery – no need to search multiple websites for information.
- Accurate Arrival Notifications supported by innovative tracking technology will improve your short-term planning significantly.

Where do we need your close collaboration?

Hapag-Lloyd handles Accurate Arrival Notification – no commitment required from you.

¹4-7 days prior to arrival ²0-3 days prior to arrival

Ease of Doing Business

Our Quality Promise to you



What does this Quality Promise mean?

Hapag-Lloyd aims to minimize the need for customers to contact us, by proactively managing their business and ensuring that >80% of shipments are handled smoothly without customer intervention.

What is in it for you?

- Faster, more intuitive information exchange and proactive support help resolve issues quickly and save your valuable time.
- Streamlined workflows with fewer handovers and touchpoints enhance planning and reduce unnecessary back-and-forth.
- A seamless digital journey with improved navigation and optimized processes makes daily interactions easier.
- Consistent global standards and reliable service levels – no matter the region or trade lane – ensure a smooth experience.

Where do we need your close collaboration?

Hapag-Lloyd handles Ease of Doing Business – no commitment required from you.

Effective Case Resolution

Our Quality Promise to you



What does this Quality Promise mean?

We aim to resolve 80% of all cases within 4 business hours and 95% within 16 business hours with effective solution offered.¹

What is in it for you?

- Hapag-Lloyd provides direct and efficient support through industry-specialized customer service representatives.
- Streamlined processes and a new case management system ensure swift handling of your requests.
- Efficient case resolution minimizes unnecessary correspondence.
- Timely solutions help you respond quickly to your stakeholders.
- Relying on Hapag-Lloyd's premium service brings relief in daily operations and boosts productivity.

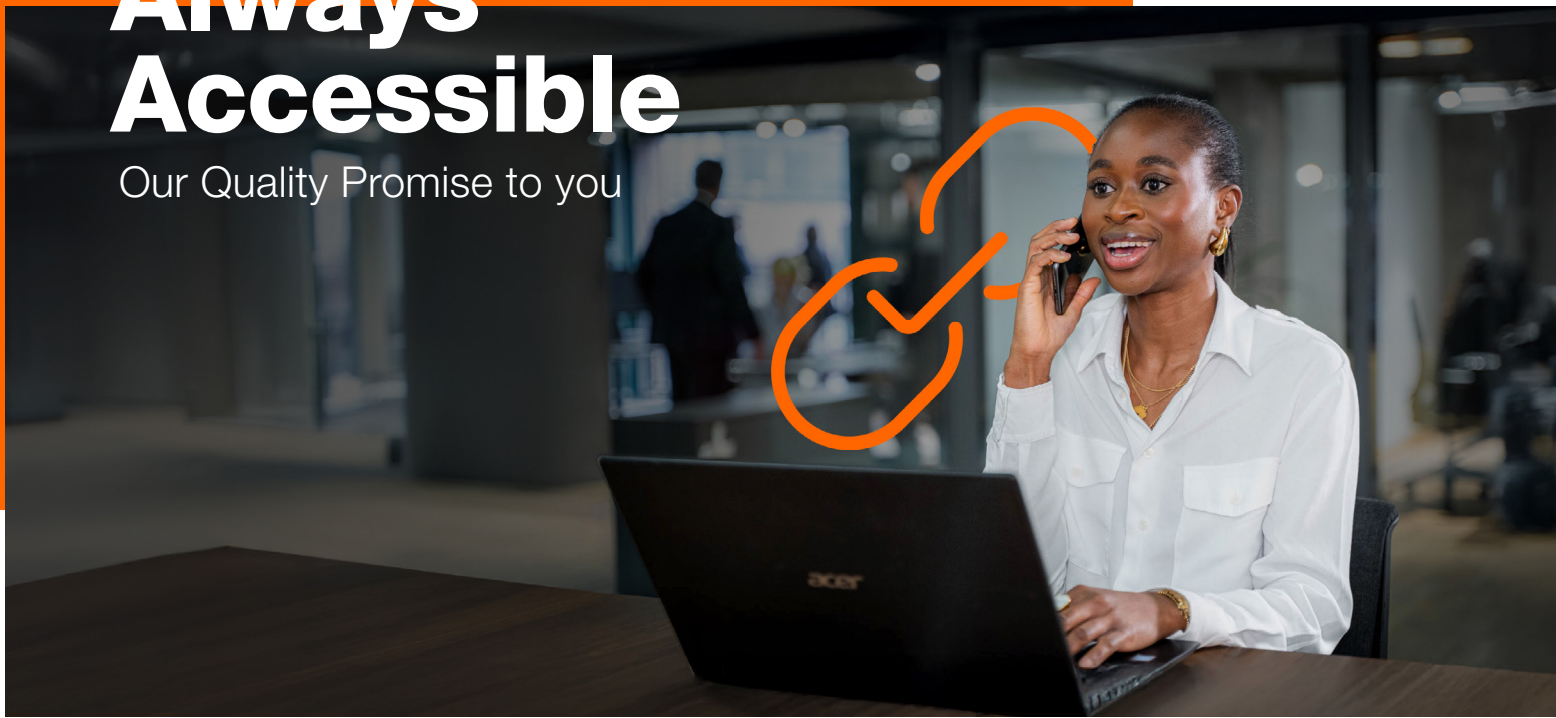
Where do we need your close collaboration?

To help us deliver, we ask for your commitment to submit all relevant information with your first contact and support our representatives when further details to resolve your case are needed.

¹Evolved from 2023 Targets: Target 1: 80% within 8 hours; Target 2: 95% within 24 hours

Always Accessible

Our Quality Promise to you



What does this Quality Promise mean?

We aim to answer your calls within 12 seconds in at least 90% of the time and intend to have a call pick-up rate of 97%.¹

What is in it for you?

- Prompt access to the right Customer Service executive using a PIN, case, or shipment number.
- Competent support provided by industry specialists.
- Operational efficiency reduces wait times on calls.
- Click-to-dial feature from emails connects you directly to the right expert.
- No need to navigate additional phone menu options.
- Advanced case management and a standardized global phone system ensure swift resolution of your requests.

Where do we need your close collaboration?

To help us deliver, we ask for your commitment to provide a PIN, case or shipment number and stay on the line post your input for a minimum of 12 seconds.

¹Evolved from 2023 Targets: Target remains unchanged; scope has been expanded.

Fast Booking Response

Our Quality Promise to you



What does this Quality Promise mean?

We have set ourselves the target to issue booking responses within 15 minutes in 85% of cases, and within one hour in 90% of cases.¹

What is in it for you?

- Hapag-Lloyd aims to provide a fast, easy, and transparent booking process.
- Ensuring your booking is received and responded gives you peace of mind.
- A confirmed booking allows you to focus on other important tasks and priorities.
- Hapag-Lloyd prioritizes supporting your business operations wherever they are involved.

Where do we need your close collaboration?

To help us deliver, we need you to commit to submitting accurate and complete shipment details for each of your booking requests.

¹Evolved from 2023 Targets: 85% of bookings responded in 1 hour and 98% responded in 8 hours.

Swift BL Delivery

Our Quality Promise to you



What does this Quality Promise mean?

We have set ourselves the goal to send our customers a draft bill of lading within 2 business hours in 80% of cases.¹

What is in it for you?

- Hapag-Lloyd ensures accurate and timely delivery of your draft bill of lading.
- Minimizing time spent on amendments allows you to focus on other daily tasks.
- Well-documented proof of shipment benefits communication with customers, banks, and insurance companies.
- Proper documentation can help you receive payments sooner from relevant parties.

Where do we need your close collaboration?

To help us deliver, we need you to commit to providing accurate and complete shipping instructions in one submission before documentation cut-off.

¹Evolved from 2023 Targets: Provide a correct draft B/L in 80% of cases in 4 hours and 95% in 8 hours

Accurate Invoicing

Our Quality Promise to you



What does this Quality Promise mean?

We have set ourselves the goal to provide our customers with an accurate invoice at least 97% of the time.¹

What is in it for you?

- Hapag-Lloyd ensures accurate invoicing based on mutually agreed terms.
- Transparent transportation costs support your financial planning.
- Clear invoicing helps assess risks of potential revenue leakages from errors.
- Accurate invoices reduce time spent on corrections, allowing more focus on payment processing.

Where do we need your close collaboration?

To help us deliver, we need you to commit to providing accurate and complete data inputs for invoice completion.

¹Evolved from 2023 Targets: Target remains unchanged; scope has been expanded.