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### **Hapag-Lloyd first mover in equipping all containers with real-time tracking devices**

Hapag-Lloyd will equip its entire container fleet with real-time tracking devices. After successfully introducing real-time monitoring for its reefer container fleet in 2019 with the IoT product Hapag-Lloyd LIVE, the company will start to install newly developed devices to all standard containers of its three million TEU fleet. Hapag-Lloyd continues to further digitalize container shipping and Hapag-Lloyd LIVE will become available for customers of its standard containers during 2023.

“Going forward, we will be able to provide all our customers with real-time track and trace data, giving them full visibility of any container movement worldwide. We will be able to detect delays earlier, inform impacted customers automatically and initiate counteractions at an early stage. We firmly believe that our real-time tracking approach will not only be beneficial for our customers but be a game changer for the entire container shipping industry”, says Maximilian Rothkopf, COO of Hapag-Lloyd.

The devices will be able to transmit data on a real-time basis from each container and by this make the supply chain more transparent and efficient. They can supply location data based on GPS, measure temperature and monitor any sudden shocks to the container. In future, additional sensors could be added through Bluetooth. To ensure safety for crews, cargo, and vessels the devices are designed and certified to the ATEX Zone 2 explosion proof standard. The company will continue to work together with key customers to develop and expand the product and its features based on their feedback.

The shipping container monitoring device integrates the latest energy harvesting technology and low-power consumption techniques to ensure ultra-long lifetimes with high-frequency data sending. The container fleet will be equipped with devices both from established TradeTech partner Nexxiot

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AG starting this summer as well as with devices from ORBCOMM, a global leader in Internet-of-Things solutions, starting later this year.

“It is our vision to build the world’s smartest container fleet and to provide valuable information to our customers at the frequency they need” states Olaf Habert, Director Container Applications at Hapag-Lloyd. “Working with the most advanced companies for global-scale IoT applications will help us to equip our container fleet as fast as possible. This is what our customers now require and increasingly expect so they can manage their complex supply chains better.”

### Press contacts

Nils.Haupt@hlag.com	+49 40 3001 – 2263
Hanjamaria.Richter@hlag.com	+49 40 3001 - 5102

### About Hapag-Lloyd

With a fleet of 253 modern container ships and a total transport capacity of 1.8 million TEU, Hapag-Lloyd is one of the world’s leading liner shipping companies. The Company has around 14,100 employees and 421 offices in 137 countries. Hapag-Lloyd has a container capacity of approximately 3.1 million TEU – including one of the largest and most modern fleets of reefer containers. A total of 126 liner services worldwide ensure fast and reliable connections between more than 600 ports on all the continents. Hapag-Lloyd is one of the leading operators in the Transatlantic, Middle East, Latin America and Intra-America trades.

### About Nexxiot AG

Nexxiot is a driver of the digital logistics of tomorrow. By leading TradeTech and the digitalization of cargo transportation, Nexxiot empowers global shipping companies and suppliers to harness the power of their data through proprietary, cutting-edge technology and integrated data solutions to ensure accountability, security, and efficiency. Nexxiot solutions track, find, and protect cargo worldwide via 700 network roaming partners. The company’s secure, industry-leading Cloud comprises data from over 2.5 billion traveled miles. Headquartered in Zurich, Nexxiot operates throughout Europe and the U.S., employing people from 26 countries. Committed to sustainability through corporate and social responsibility. For more information, visit [www.nexxiot.com](http://www.nexxiot.com).

### About ORBCOMM Inc.

ORBCOMM is a pioneer in IoT technology, empowering customers with insight to make data-driven decisions that help them optimize their operations, maximize profitability and build a more sustainable future. With 30 years of experience and the most comprehensive solution portfolio in the industry, ORBCOMM enables the management of over a million assets worldwide for a diverse customer base spanning transportation, supply chain, heavy equipment, maritime, natural resources and government. For more information about how ORBCOMM is driving the evolution of industry through the power of data, visit [www.orbcomm.com](http://www.orbcomm.com).

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