

PRESS RELEASE

Hamburg, 30 August 2022

Hapag-Lloyd starts installation of tracking devices on its dry container fleet

- Process of installing real-time trackers launched at home base in Hamburg
- Up to 200 depots worldwide will eventually equip 1.6 million dry containers
- The vast majority of Hapag-Lloyd's containers will be trackable by the end of 2023

Hapag-Lloyd has taken the first step in its major project to equip its entire dry container fleet with real-time tracking devices. The first of these IoT devices are now being installed on dry containers at the CMR depot in Wilhelmsburg, a district of the shipping company's hometown of Hamburg. In the following weeks and months, installations will begin in other selected container depots in North and South Europe, Asia and the Middle East. Within the next year, up to 200 depots worldwide will take part in the installation of 1.6 million of these devices on standard containers. Plans call for the vast majority of Hapag-Lloyd's dry containers to be outfitted with these devices by the end of 2023.

"We are very excited to get started now. We are the first carrier in the industry to undertake such a far-reaching step towards the digitalization of container shipping. The containers leaving our depots with a tracking device will now be fully visible to us and, in a next step, to our customers as well – whether they are in a warehouse or moving on a truck, train or barge. We believe that the increased transparency has the potential to improve the management of strained supply chains for the benefit of our customers," says Dr. Maximilian Rothkopf, COO of Hapag-Lloyd.

The tracking devices will be able to transmit data in real time from each container and to thereby make supply chains more transparent and efficient. For example, they can supply location data based on GPS, measure ambient temperature, and monitor any sudden shocks to it. The devices integrate the latest energy-harvesting technology and low-power consumption techniques to ensure that they have ultra-long service lives with high-frequency data transmission.

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The container fleet is currently being equipped with devices from the established TradeTech partner Nexxiot, and devices from ORBCOMM, a global leader in IoT solutions, will also be installed starting later this year.

“Digitalising our entire container fleet will be a challenging task. We are now making the first steps of a large-scale project. In this first rollout phase, it will be important to streamline all processes together with our IoT partners so as to achieve the technology’s full potential. At the same time, we aim to make this product quickly available to our customers, as they require and increasingly expect these kinds of digitalised solutions,” says Andrea Schöning, Senior Director Container Steering.

The Hapag-Lloyd LIVE product for dry containers will become available for customers over the course of 2023. For more information, visit this new webpage on [Hapag-Lloyd LIVE Dry](#).

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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 14,300 employees and more than 400 offices in 137 countries. Hapag-Lloyd has a container capacity of 3.0 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.

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This press release contains forward-looking statements that involve a number of risks and uncertainties. Such statements are based on a number of assumptions, estimates, projections or plans that are inherently subject to significant risks, uncertainties and contingencies. Actual results can differ materially from those anticipated in the Company’s forward-looking statements.

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