

Hamburg, 1 September 2020



Hapag-Lloyd offers total visibility of its quality to customers worldwide

- **Customers can review individual quality performance in the “Customer Dashboard”**
- **Information now available on the first four quality promises**

Today, Hapag-Lloyd has unveiled its new “Customer Dashboard”. The carrier’s customers worldwide can now access performance information based on their business with Hapag-Lloyd. The existing four quality promises – “Fast Booking Response”, “Timely and Correct Bill of Lading”, “Accurate Invoicing” and “Loaded as Booked” – can easily be checked on the dashboard, which will transparently display how well Hapag-Lloyd is delivering on its

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promises. The Customer Dashboard also shows the quality performance of Hapag-Lloyd on a global level.

“Our customers now have a clear and consistent visualization of our performance. With the introduction of the Customer Dashboard, we can finally prove to our customers that we keep our promises and continue to deliver the best quality possible. Giving our customers this full visibility of our quality performance provides them with a direct added value and makes us unique in the container shipping industry,” said Jesper Kanstrup, Senior Director Customer Quality at Hapag-Lloyd.

To achieve top quality, customers are equally accountable for delivering on their commitments – such as providing accurate information on time or honouring volume and booking commitments.

“This virtual handshake with the customer is the basis for our mutual success. Delivering on our quality promises will be the foundation of a new partnership with our customers as part of our ongoing efforts to advance quality improvements in our industry,” said Juan Carlos Duk, Managing Director Global Commercial Development at Hapag-Lloyd.

Hapag-Lloyd customers can access their individual quality performance information with their Online Business credentials via the [Hapag-Lloyd Navigator](#). The next six quality promises will be introduced on a quarterly basis until the end of 2021. All of them will also be fully trackable via the Customer Dashboard.

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About Hapag-Lloyd

With a fleet of 239 modern container ships and a total transport capacity of 1.7 million TEU, Hapag-Lloyd is one of the world's leading liner shipping companies. The Company has around 13,000 employees and 388 offices in 129 countries. Hapag-Lloyd has a container capacity of approximately 2.6 million TEU – including one of the largest and most modern fleets of reefer

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containers. A total of 121 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.

Disclaimer

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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