

Hamburg, 04 June 2019

Customised supply chain monitoring: Introducing “Hapag-Lloyd LIVE”

Real-time GPS location, temperature information, power-off alerts – these are just a few of the features that “Hapag-Lloyd LIVE” will offer. Today, at the “transport logistic” international trade fair in Munich, Hapag-Lloyd is introducing its new real-time container monitoring program “Hapag-Lloyd LIVE”. In an initial step, the company is equipping its entire reefer fleet of some 100,000 containers. As the program is designed to fit customers’ needs, Hapag-Lloyd intends to develop commercial products in close cooperation with its customers in order to adapt the solution even further.

The product features of “Hapag-Lloyd LIVE” will be gradually released for use as the entire reefer fleet is being outfitted. Furthermore, some “Hapag-Lloyd LIVE” features may also be made available upon request to dry container customers to add value through enhanced supply chain transparency.

“With our corporate ‘Strategy 2023’, we have set ourselves the goal of becoming number one for quality. Customers expect more reliable supply chains, so the industry needs to change and invest sufficiently. It is imperative that we understand and fulfil our customers’ needs faster than our competitors,” says Juan Carlos Duk, Managing Director Global Commercial Development at Hapag-Lloyd. “Inviting our customers to further shape our real-time monitoring products right from the beginning will give them an opportunity to receive products that are tailor-made for their needs – while giving us a chance to deliver the best-possible service at the same time.”

The smart reefer solution, which leverages the latest IoT technology to meet Hapag-Lloyd’s requirements, has been developed by Globe Tracker, a leading supplier of supply-chain visibility solutions. The telecommunications experts T-Mobile Austria as part of Deutsche

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Telekom Group and Ericsson will also be supporting this project by providing global connectivity and state-of-the-art IoT infrastructure for seamless integration into existing Hapag-Lloyd software and services. “We are honoured to have been chosen by Hapag-Lloyd because of our innovative strength and ability to provide a world-class cold chain visibility solution. We are extremely impressed with the rigorous detail, focus, diligence and high quality of their selection process, and could not be more pleased with the result,” said Jákup Lamhauge, CEO of Globe Tracker.

Visitors to “transport logistic” in Munich are invited to learn more about “Hapag-Lloyd LIVE” and other digital initiatives at our daily info hour from 11:00 a.m. to 12:00 p.m. directly at our booth (#217) in Hall B3.

Find more information here: <https://www.hapag-lloyd.com/en/products/cargo/reefer/overview-reefer.html>

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About Hapag-Lloyd

With a fleet of 235 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 12,800 employees and 398 offices in 128 countries. Hapag-Lloyd has a container capacity of approximately 2.5 million TEU – including one of the largest and most modern fleets of reefer 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.

About Globe Tracker ApS

Globe Tracker is a privately held Danish company that is specialized in supply chain tracking, monitoring and cutting-edge sensor technology, providing true end-to-end supply chain visibility. Globe Tracker has offices in Denmark, the United States, Iceland, the Faroe Islands and Canada.

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About ERICSSON

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business, and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York.

About T-Mobile Austria (Magenta Telekom)

Magenta Telekom, previously known as T-Mobile Austria and UPC Austria before the merger in 2018, is part of Deutsche Telekom Group, one of the world's leading integrated telecommunications companies, with some 178 million mobile customers, 28 million fixed-network lines, and 20 million broadband lines. Deutsche Telekom provides fixed-network/broadband, mobile communications, Internet, and IPTV products and services for consumers, and information and communication technology (ICT) solutions for business and corporate customers. Magenta Telekom, one of the leading providers of telecommunications, TV and entertainment in Austria, serves amongst other functions as a machine to machine communication (M2M) expert for the Deutsche Telekom Group.