

Hamburg, August 20, 2018

Hapag-Lloyd and Crocodiles Hamburg launch into the new ice hockey season

- **Sponsorship contract extended for the 2018/19 season**
- **“Crocotainers” campaign to be continued**

Hapag-Lloyd has extended its sponsorship of Crocodiles Hamburg and will be supporting the ice hockey team in the coming season, as well. The liner shipping company will continue to be the main sponsor of Hamburg's ice hockey club – including its professional squad as well as its youth and children's teams. Hapag-Lloyd's logo will be displayed on the club's jerseys, on banners in the hockey arena, and on the center ice face-off spot.

“The first year of the partnership was very successful for both sides, and now we want to continue building on this success,” said Nils Haupt, Senior Director Corporate Communications at Hapag-Lloyd. “We are especially impressed by the Crocodiles' commitment to youths and children.”

The team plays in the Oberliga Nord in the sport's third level in Germany, and hosts its home games in the Eissportshalle Farmsen indoor ice rink in Hamburg. In its first preseason match on August 24, Crocodiles Hamburg will be facing the EC Kassel Huskies. “We are thrilled to continue having Hapag-Lloyd as a strong main sponsor at our side,” said Christian Schuldt, Managing Director of Crocodiles Hamburg.

The voyage of the colorful “crocotainers” continues

The so-called crocotainers will keep sailing the seas, as well. Sprayed with colorful graffiti, including ones of famous buildings in Hamburg and ice hockey motifs, the two crocotainers were added to Hapag-Lloyd's fleet of 2.5 million containers this past April. They are in Chile

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at present. Pictures posted on Instagram under the hashtag #crocotainer show the route that the two 20-foot containers have traveled so far and which places they have already been. Whoever spots them while underway is invited to take a photograph of them and share it on Facebook or Instagram under the hashtag #crocotainer.

Press contact

johanna.stroex@hlag.com +49 40 3001 3079

About Hapag-Lloyd

With a fleet of 226 modern container ships and a total transport capacity of 1.6 million TEU, Hapag-Lloyd is one of the world's leading liner shipping companies. The Company has around 12,000 employees and 389 offices in 127 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 120 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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