



# HAPAG-LLOYD

## MORE Hapag-Lloyd – More Yours

Dear valued customers,

Hapag-Lloyd starts into a new world. It is an exciting next step – not only for us but also for you. Because as of today we offer you **“MORE Hapag-Lloyd”** with various advantages and improvements for your business. “MORE Hapag-Lloyd” means: more connections, more network, more innovation, as well as more service and competence.

As of April we will be joining the global network “THE Alliance”, which will enhance and significantly broaden our worldwide shipping footprint – for you. This is a major step forward and ensures that Hapag-Lloyd will be able to give its customers what they expect from a professional shipping line: providing an excellent global product and service, paired with reliability, safety and responsibility.

“MORE Hapag-Lloyd” is solely designed for your benefit. We will be connecting more than 130 major ports with direct weekly calls all over the globe. You will have more choice than ever. Among our routes, fourteen weekly sailings will be connecting Europe with North America, whereas eight lean and very fast services will be linking Asia and Europe.

With our long-standing experience and professionalism we will also continue to lead the way in our industry in niche businesses like reefers, dangerous goods and special cargo, as well as with innovations made by Hapag-Lloyd, such as our Steel Floor or Hard Top Containers.

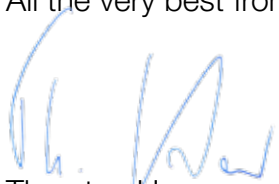
I would like to encourage you to preview our **new Service Finder tool** on the Hapag-Lloyd website to get a grasp on what “MORE Hapag-Lloyd” can really do for you. You will find a densely knit service network with optimised transit times, directly sharpening your own business edge.

By the way: Customers who give our Service Finder a first test drive will have the chance to **win a trip on board one of our vessels**, with the captain personally taking care of you – something money can’t buy.

We have always given our best to deliver fast, efficient and on-time services. With “MORE Hapag-Lloyd” we will be giving you plenty more of this well-engrained culture of quality service in the future. No matter where you are located in the world, Hapag-Lloyd’s local staff will be there to serve you.

Thank you very much for your continuous trust in us. We look forward to making “MORE Hapag-Lloyd” a big success for your business and to further extend our partnership for the years to come.

All the very best from Hamburg,



Thorsten Haeser  
Chief Commercial Officer (CCO)