

External Q&A in connection with Maersk's intention of moving towards a singular, unified brand

A singular, unified Maersk brand

What is changing?

In our journey to become the integrated end-to-end supply chain partner to you, our customer, our priority is always to optimise our abilities to meet our customers' needs and deliver the best products and service possible to you. We continue to transform our company to continue to provide you with high quality transport and logistics solutions, whilst adhering to our company values to ensure that we continue to be a partner that you can trust.

We realize that our current brand structure doesn't reflect the way you, our customers, have your supply chains structured, and the need you have for end-to-end visibility and ability to drive outcomes.

That is why we have announced that we are moving towards a singular, unified Maersk brand. This means we intend to retire the Sealand, Hamburg Süd and Twill brands as well as acquired brands like Senator, LF Logistics, Martin Bencher and more. This is our intention. Any action will be preceded by an in-depth review before we are able to conclude on the future of each brand in different geographies.

Through this we aim to unify our brands and our structure to better reflect the reality of our customers supply chain challenges, giving you more multimodality options and connectivity, all under one roof.

Why is the Sealand brand being retired?

In our journey to become the integrated end-to-end supply chain partner to you, our customer, our priority is always to optimise our abilities to meet our customers' needs and deliver the best products and service possible to you.

These last couple of years have highlighted how important resilience and flexibility are to our customers, and we realise that our current brand structure doesn't reflect the way you, our customers, have your supply chains structured. We know that your supply chains do not follow the same divides as our internal organisation walls, and we believe our organisation should reflect that in the form of more options and more flexibility.

That is why we have announced that we are moving towards a singular, unified Maersk brand. Having said this, please rest assured that Maersk will continue to adhere and respect all contracts and agreements that are in place including contract confidentiality, so customers can be assured that your information continues to remain safe and secure.

Through this we aim to unify our brands and our structure to better reflect the reality of our customers supply chain challenges, giving you more multimodality options and connectivity, all under one roof.

What are the timelines for the intended changes?

Each brand is different in how it is organised, the services it offers and its geographic scope. As a result, each brand in different geographies will follow its own tailored timeline to transition towards a single unified Maersk brand. These timelines are being finalised, and we will keep you updated.

The timelines will be shared with each brand's customers as soon as they are available. We are also taking steps to minimise the impact on you during the transition period. The goal is to continue to give you access to the same customer service and sales team as before.

Why is Maersk moving towards a unified, singular brand?

We want to take the best from our successful, complementary organisations and leverage our combined experience and capabilities. Our aim is to offer you greater value through deeper integration and a simpler, more focused, empowered and compliance-oriented organisation.

Will I be informed of changes before they happen?

Yes. We will ensure to inform you of changes to your account in a timely and open manner.

How will this affect my account (account manager, pricing, payment terms) and will price or terms change?

We are still in the midst of planning how the organisation will look in the future. Throughout the transition, current account teams and terms and conditions (contracts, payment terms, etc.) will remain the same, and no changes are expected on your account and on how and who you interact with. Should future changes occur to this, we will ensure to inform you in a timely manner, and handle the transition with the utmost care, to ensure that the impact to you and your company is as minimal as possible.

In creating a single, unified brand our goal is not to increase prices.

We are on a journey as the integrated end-to-end logistics partner, with the goal of bringing ease, flexibility, and agility to your supply chains. We believe that a single, unified brand will allow us to offer you the best of our organisations. Whilst some of our products and offerings may change, our goal is to ensure the products and services continue to meet your needs.

Should I change the way I book? Can I still use Sealand's website?

No, you should not change the way you book, and yes, you can still use the website.

You can continue to utilise the methods to book that you are currently utilising. We will ensure to inform you of when these changes are implemented, and ensure you are guided through the process as seamlessly as possible.

What happens to my contracts? Do we need to resign or change?

No. We will ensure that your contracts are transferred seamlessly, should such transfer be needed. In the rare occurrence that this is not feasible, we will do our utmost to make the process as simple and smoothly as possible.

How will you ensure that my information is not shared with competitors?

Your data security is of the utmost importance to us, and we take it very seriously. We will of course respect legal requirements, fiscal requirements and contract confidentiality clauses. We will also ensure – as we do currently – that your data does not flow to another part of Maersk that may compete with you. If you have further questions on this matter, please do not hesitate to speak with your customer representative.

What if I don't need integrated logistics?

We understand that this transformation may not be of interest to all our customers, and we understand that this may therefore seem an unnecessary step. However, we see this change as an overall positive enhancement to all our customers. We believe that the combination of the expertise and skillsets from our companies will serve all of our customers and ease overall supply chain constraints and challenges.

If I utilise one or more of the other companies for additional services, how will that work under one unified brand?

We believe that a single, unified brand will allow us to create increased customer value through deeper integration and a simpler, more focused, and empowered organisation. We see great value in offering our customers a more seamless experience with an integration of many offerings, united under one brand. Through this, we will be able to offer more dedicated and specialised products and services, easing your supply chain planning constraints markedly by gathering all your solutions under one roof.

How can this help my company grow? How will it add ease to my business?

We are on a journey as the integrated end-to-end supply chain partner and believe that a single, unified brand will allow us to create increased customer value through deeper integration and a simpler, more focused, and empowered organisation. Each of the companies that will be unified, has a specialisation that we believe can assist your supply chain, now and in the future.

Once we have transitioned to a singular unified Maersk brand, you will be offered the best from our successful, integrated organisation. Our goal is to leverage our combined experience and capabilities and offer you the best logistical solutions, whilst respecting all legal, fiscal and contract confidentiality requirements. You will have access to dedicated and specialised products and services, easing your supply chain planning constraints markedly by gathering all your solutions under one roof.

When will the integration take place?

Each brand is different in how it is organised, the services it offers and its geographic scope. As a result, each brand in different geographies will follow its own tailored timeline to transition towards a single unified Maersk brand. These timelines are being finalised, and we will keep you updated.

Timelines will be shared with each brand's customers as soon as possible. We are also taking steps to minimise the impact on you during the transition period. The goal is to continue to give you access to the same customer service and sales team as before.

Why is this happening now?

We see an opportunity to provide an even greater, simpler integrated logistics offering for our customers. Our multi-brand approach has served us well over the years and all our brands have been successful in meeting the needs of customers. However, we know that having multiple brands creates complexity for our customers. Now is the right time to leap further into a unified brand to provide our customers with truly integrated logistics. We believe that this is how we will continue to best meet all your needs.

Maersk's values and purpose apply today, more than ever before and especially in relation to Upright data access and usage. Whilst we are now a company with increased presence across the transport and logistics supply chain, we must remember that one part of Maersk could be in a customer or supplier relationship with a third-party and another part of Maersk may compete with that same third-party. We must always ensure that third-party data that Maersk obtains from a customer or supplier relationship does not flow to another part of Maersk that competes against that third-party.

How will a single, unified brand benefit my company and myself?

We are on a journey as the integrated end-to-end supply chain partner, with the goal of bringing ease, flexibility, and agility to our customers' supply chains. We believe that a single, unified brand will allow us to offer you the best of our organisations. It will also allow us to leverage their combined experience and capabilities and deliver the best service possible. Our aim is to create increased customer value through deeper integration and a simpler, more focused, and empowered organisation. We see great value in offering our customers a more seamless experience with an integration of many offerings, united under one brand.

Once we have transitioned to a singular unified Maersk, you will be offered the best from our successful, complementary organisations. Our goal is to leverage our combined experience and capabilities and offer you the best logistical solutions. The company values that are a part of our DNA at Maersk, exist to build and protect the trust that you as a customer can have in us. It goes without saying that we will always deliver our promise to you in compliance with all laws.

Is Maersk trying to cut costs by moving towards a singular, unified Maersk brand?

No. This is not a cost-cutting exercise.

Each of our brands has grown and is successful, in their own right. However, we know that our customers' supply chains do not follow the same divides as our internal organisation walls. This is why we have decided to move towards one singular, unified Maersk brand.

Each of our brands has its distinct strengths, which has led to high customer loyalty and growth. We now want to combine their expertise and dedication with those of Maersk. The goal is to create one coherent enterprise, equipped to meet all our customers' needs.

How will you handle my data within a singular, unified Maersk brand?

For decades, Maersk has been present across many different levels of the transport and logistics supply chain, and we have maintained a proven track record of protecting third-party sensitive data from being accessible to other parts of the Maersk organisation. We are and always will be committed to operating our business in compliance with all laws and we will handle your data with the respect and care that is required.

How will this affect my account (account manager, pricing, payment terms)? Will prices or terms change?

We are still in the midst of planning how the organisation will look in the future. Throughout the transition, current account teams and terms and conditions (contracts, payment terms, etc.) will remain the same, and no changes are expected on your account and on how and who you interact with. Should future changes occur to this, we will ensure to inform you in a timely manner, and handle the transition with the utmost care, to ensure that the impact to you and your company is as minimal as possible.

What does this mean for brands like Hamburg Süd, Sealand,?

We are pleased to share our intention to move towards a singular, unified brand by integrating Maersk brands such as Hamburg Süd and Sealand, among others. This means we will retire these brands, and integrate them into Maersk.

Their expertise and strengths will be combined, giving our customers access to an even greater selection of integrated logistics solutions.

Please see the below sections on each of these companies for further information on this.

What about non-integrated brands such as Svitser, APM Terminals and Maersk Container Industry (MCI) – will they also retire?

No. Our non-integrated brands, APM Terminals, Maersk Container Industry (MCI), Svitser, Maersk Supply Service (MSS), Maersk Training, and Maersk Line Limited (MLL) follow a different business model. As a result, they will continue to operate under their existing brand names.

What does this mean for recently acquired companies and so forth?

In moving towards a single, unified Maersk brand we intend to retire all acquired brands. That includes recently acquired brands. In doing this, we bring together all their offerings, united under

one brand. However, any action will be preceded by an in-depth review before we are able to conclude on the future of each brand in different geographies.

We are on a journey to become the integrated end-to-end supply chain partner to you, our customer, our priority is always to optimise our abilities to meet our customers' needs and deliver the best products and service possible to you.

We realize that our current brand structure doesn't reflect the way you, our customers, have your supply chains structured, and the need you have for end-to-end visibility and ability to drive outcomes.

Services and products

Will the product and service offerings change?

We believe that a single, unified brand will allow us to offer you the best of our organisations. It will also us to leverage their combined experience and capabilities and deliver the best service possible, whilst respecting all legal, fiscal and contract confidentiality requirements.

We will keep key elements from across the brands that we know our customers like and embed them in the Maersk way of working.

Some of our products and service offerings may change, but the goal is to ensure the products and services we offer you are even better than before and that all your needs continue to be met.

Will this unification affect the cost of services?

In creating a single, unified brand our goal is not to increase prices.

We are on a journey as the integrated end-to-end logistics partner, with the goal of bringing ease, flexibility, and agility to your supply chains. We believe that a single, unified brand will allow us to offer you the best of our organisations. Whilst some of our products and offerings may change, our goal is to ensure the products and services continue to meet your needs.

I have a contract with one of the brands that is planned to be retired. What will happen to that contract and the terms and conditions, we have agreed?

Our partnerships with our customers are of utmost importance to us. You can rest assured that any contract will be honoured. The main difference is that going forward you will have access to a more multimodality options and connectivity – all under one roof.

Where do I go when I want to book a service or find information on a product?

For now, you can continue to book and access information on services and products for the individual brands as you have to date. The transition to a unified brand will be phased. You will receive an email to notify you of any changes. There will also be messages posted on relevant pages to redirect you when the time comes.

Who can I contact if I need help or have questions about a product or service?

The transition to a single, unified brand will be phased to minimise its impact on our customers. Our aim is to ensure our customers can continue to work with the same team/representatives. If you need help or have questions, please contact your usual customer service or sales representative.

How can I get updates on what is happening with the transition?

We will communicate all relevant information with customers of each of the affected brands.

Will my information automatically be shared with Maersk / other parts of the organisation?

No. We will respect and adhere to all legal and fiscal requirements and contract confidentiality. So, customers can rest assured their information continues to be safe and secure. The company values that are a part of our DNA at Maersk, exist to build and protect the trust that you as a customer can have in us. It goes without saying that we will always deliver our promise to you in compliance with all laws.

Will contact details and email addresses change?

Eventually the contact details and email addresses of brands becoming Maersk will change. However, the transition will be phased, and you will be notified of any changes in advance. We are doing everything we can to minimise the impact on our customers and make this transition as smooth as possible. For the time being, you can continue to use the contact details and email addresses, as you have done to date.

I still have further questions about how this change can and/or will affect my business. Who can I reach out to?

Should you have any further questions, please reach out to your Sealand representative for more information. We remain at your service should you need assistance.