

Customers bank on Maersk Line's 'Absolute' promise

Daily Maersk, Maersk Line's revolutionary new service promising absolute reliability on the Asia - North Europe trade lane was announced on 12 September 2011. Six weeks later: a significant increase in bookings and the cargo is being loaded.

October 24, 2011 is the first cut-off with Daily Maersk, Maersk Line's new service on the Asia-North Europe trade lane. The final three weeks of testing prior to this commercial launch have firmly substantiated **Maersk Line's promise of absolute reliability**: more customers than usual booked on Daily Maersk corridors, and an astonishing 99 per cent of all cargo was delivered on time.

Increased bookings

"Since the announcement of Daily Maersk, there has been a steady and significant increase in the bookings of cargo in the Daily Maersk corridors. We are extremely happy to see the Daily Maersk corridors growing so quickly," says Ole Pradsgaard, Daily Maersk Project Lead.

Notes to editors:

1. Daily Maersk offers a daily service between four ports in Asia (Ningbo, Shanghai, Yantian and Tanjung Pelepas) and three ports in Europe (Felixstowe, Rotterdam and Bremerhaven) in what amounts to a giant ocean conveyor belt for the world's busiest trade lane.
2. Maersk Line has run the Daily Maersk set-up for three months in order to fine tune the service. In the final three weeks of the testing phase, reliability on delivery has averaged 99 per cent.

Daily Maersk

First cut-off with Daily Maersk **2/3**

Picture quote Ole Pradsgaard: "Customers see the value and benefits of Daily Maersk and show a clear interest in our new product," says Ole Pradsgaard.

Without Daily Maersk	With Daily Maersk
Cut-off once or twice a week	Cut-off every day
Transit time, counting from vessels' departure to arrival at destination	Transportation time, counting from cut-off to cargo availability
Industry standard is that every second container arrives on time	Every container arriving on time
No compensation if shipment arrives late	If cargo availability is delayed by 1-3 days, Maersk Line will pay USD 100 per container. If delayed by four days or more, Maersk Line will pay back USD 300 per container

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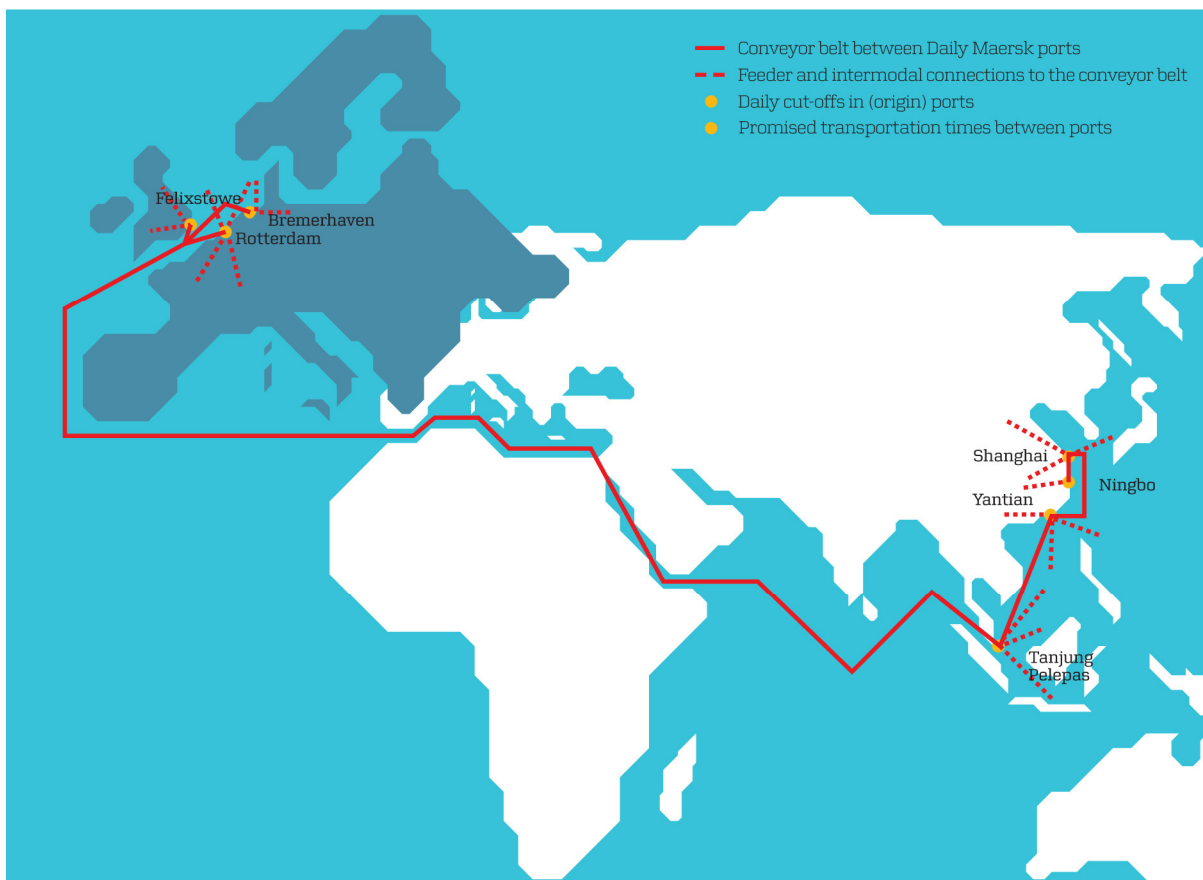
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Note to editors:

Cut-off: The latest time cargo may be delivered to a terminal for loading to a scheduled vessel.

Gate-in: The time when the container passes through the gate in the terminal.

First cut-off with Daily Maersk



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Daily Maersk is:

Daily cut-off at origin and daily availability at destination.
Same cut-off time every day, seven days a week.
Same fixed and promised transportation time.
An easier way to ship your cargo from Asia to North Europe.

Number of vessels in Daily Maersk:

Maersk Line owns and operates a fleet of 500+ vessels. Of those, more than 70 vessels are committed to making Daily Maersk possible.

Ports covered in Daily Maersk:

Four ports in Asia: Ningbo, Shanghai, Yantian and Tanjung Pelepas
Three ports in North Europe: Felixstowe, Bremerhaven and Rotterdam
Daily Maersk's scope covers the westbound direction between these ports.

Promised transportation times:

Ningbo to Felixstowe, Bremerhaven or Rotterdam: 36 days
Shanghai to Felixstowe, Bremerhaven or Rotterdam: 34 days
Yantian to Felixstowe, Bremerhaven or Rotterdam: 30 days
Tanjung Pelepas to Felixstowe, Bremerhaven or Rotterdam: 26 days

Daily cut-off:

Every day, cargo can be delivered at the port of origin, and no matter which day of the week the cargo is handed over to Maersk Line, the transportation time will always be the same. For example it doesn't matter if you gate in cargo on a Monday or a Friday in say Yantian. The cargo will be available in say Bremerhaven 30 days later counting from the exact day it was delivered at origin.

Definition of transportation time:

Transportation time is the number of days between the cut-off at origin and the cargo availability at destination. It is the total time used for ocean transport in the supply chain from the customer's point of view.

Cargo availability:

Cargo will of course be available at destination at the agreed availability date. Should the cargo arrive earlier, customers can pick it up earlier than originally agreed, though they will not be obliged to do so. We will only start counting demurrage (payment for storing cargo at the destination port) from the agreed cargo availability date.

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Back-up to the promise:

Maersk Line offers monetary compensation if cargo is not available at the time promised.

- If delayed by 1-3 days, Maersk Line will pay back USD 100 per container.
- If delayed by four days or more, Maersk Line will pay back USD 300 per container.

The promise will be stated in the Booking Confirmation, including the agreed cargo cut-off, cargo availability and promised transportation time.

The cost:

Although Daily Maersk is a more superior service than any available on the market today, no premium will be charged.

First cut-off:

24 October 2011

First availability date:

19 November 2011

Amount of cargo moved by Daily Maersk from Asia to North Europe:

More than 1 million FFE per year.

The cargo that will be moved on the Daily Maersk corridors amounts to more than 20% of the combined Maersk Line volume on the Asia-North Europe trade lane.

Daily Maersk accounts for 5% of Maersk Line's global volume.

Breakdown on the trade lane:

20% electronics, appliances and kitchenware

15% furniture

10% textiles and apparel

10% vehicles and auto parts

5% toys and games

40% miscellaneous

Daily Maersk will apply to all cargo types, including reefer cargo, OOG and dangerous cargo.

The potential of absolute reliability on global trade:

Every year, more than seven million FFE are moved from Asia to North Europe. If the shipping industry delivered 100% reliability instead of 56%, every day 8,400 more containers would arrive in sync with the supply chain and make it to stores and customers in time.

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CO2 saved:

Shipping with Daily Maersk saves 13% CO2 emissions per TEU moved compared to the industry average on the Asia-Europe trade. For example, for every four boxes (FFE) that customers move from Shanghai to Rotterdam by shipping with Maersk Line instead of the competition, they will save one ton of CO2.

The addition of more vessels to the Daily Maersk service will not increase Maersk Line's total CO2 footprint. Daily Maersk's twelve Asia-North Europe corridors deploy the largest, most modern and energy efficient vessels. The precise scheduling helps ensure a steady pace throughout the network, avoiding bunker-intensive speed increases. According to calculations, total emissions will remain on a par with current total levels on the trade lane.