

PRESS RELEASE

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Hapag-Lloyd launches first dry container tracking product “Live Position”

- Initial basic product “Live Position” provides full on-demand door-to-door visibility
- Hapag-Lloyd is the world’s first shipping line to use IoT technology in logistics on a large scale
- Smart container tool closes the “blind spots” of global logistics for the first time

Hapag-Lloyd is announcing the launch of “Live Position”, its first dry container tracking product. Customers can now enjoy full transparency on the location of their shipments – from the start of transportation until the arrival at the destination. By being the first container shipping line to introduce a fleet-wide dry container tracking product, Hapag-Lloyd is demonstrating its commitment to deploying pioneering IoT (Internet of Things) technology in logistics on a large scale. More than two thirds of the dry container fleets have already been equipped with tracking devices. Installations continue globally to catch the last boxes during the summer.

“The ‘Live Position’ product will contribute to our service quality and increase the ease of doing business with us,” says Hapag-Lloyd COO Dr. Maximilian Rothkopf. “It does close the blind spots of global logistics, enabling real-time decision-making and risk mitigation for our customers, while allowing a more efficient steering of our fleet of boxes.”

Henrik Schilling, Head of Global Commercial Development, adds: “The participants of our successful pilot phase have already acknowledged that we are going the extra mile to eliminate one of their greatest concerns. Now we would like to take all our customers on this journey to further develop this product. We are currently working on feeding the tracking data into the customers’ operational systems via API. Another milestone for advancing the product will be the Estimated Time of Arrival (ETA) Prediction.”

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Key features of the initial basic product “Live Position” include a user-friendly interface and easy-to-use search functionality by container, booking number, or in batches. The tool provides customers with a quick overview of their shipment’s current location, allowing them to make any necessary adjustments in real time.

For more information about Hapag-Lloyd and its “Live Position” product, visit [Live Position - Hapag-Lloyd](#)

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About Hapag-Lloyd

With a fleet of 266 modern container ships and a total transport capacity of 2.0 million TEU, Hapag-Lloyd is one of the world's leading liner shipping companies. In the Liner Shipping segment, the Company has around 13,500 employees and 400 offices in 135 countries. Hapag-Lloyd has a container capacity of 2.9 million TEU – including one of the largest and most modern fleets of reefer containers. A total of 113 liner services worldwide ensure fast and reliable connections between more than 600 ports across the world. In the Terminal & Infrastructure segment, Hapag-Lloyd has stakes in 20 terminals in Europe, Latin America, the United States, India, and North Africa. The roughly 2,600 employees assigned to the Terminal & Infrastructure segment handle terminal-related activities and provide complementary logistics services at selected locations.

Disclaimer

This press release contains forward-looking statements that involve a number of risks and uncertainties. Such statements are based on a number of assumptions, estimates, projections or plans that are inherently subject to significant risks, uncertainties and contingencies. Actual results can differ materially from those anticipated in the Company's forward-looking statements.

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