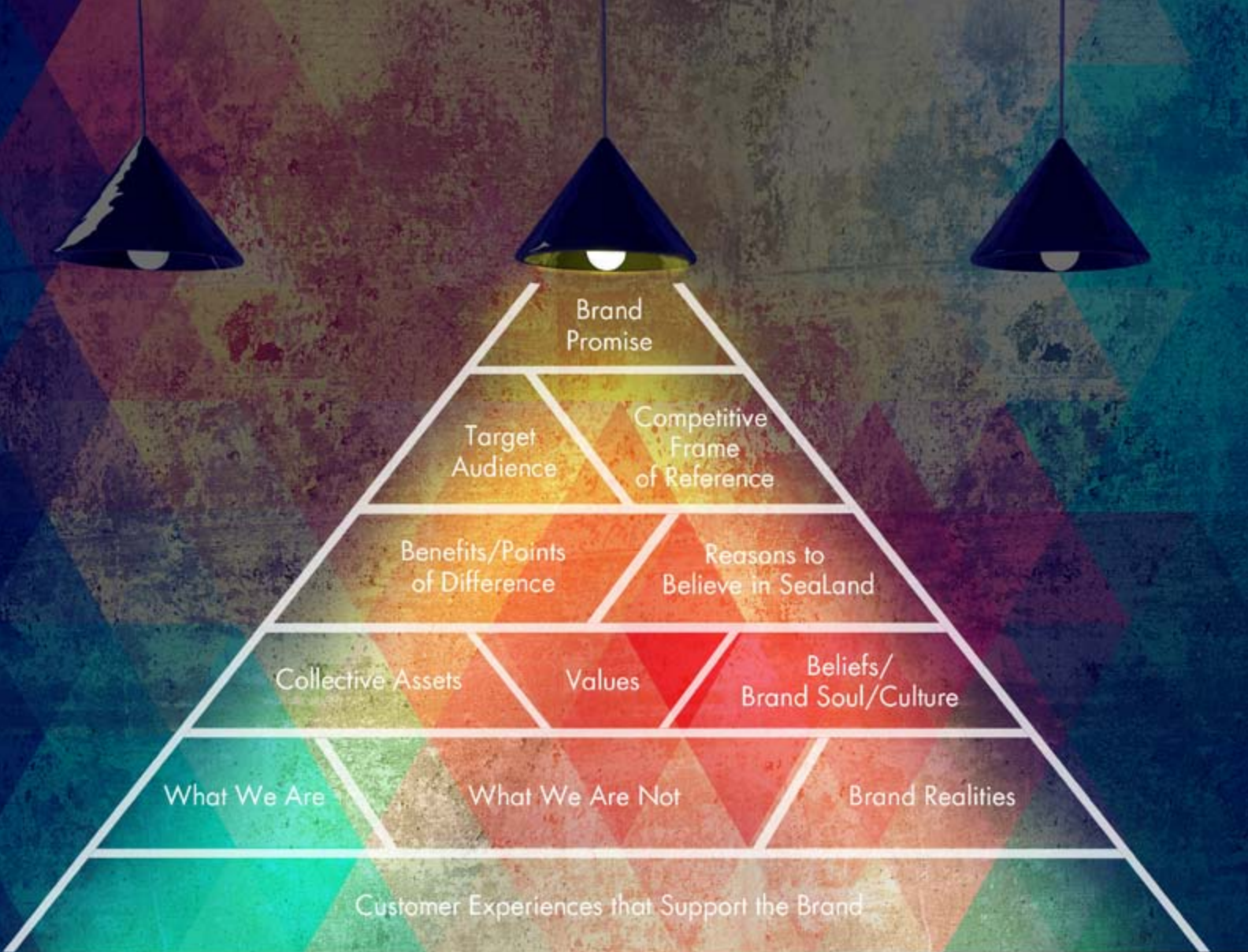




SeaLand



Living the
SeaLand Brand



Brand Promise

A unique customer experience, delivered with a personal touch, by people who embody the can-do spirit

Target Audience

Businesses and Communities throughout the Americas, represented by growers, manufacturers, retail brands, trade associations – shippers of all kind – who value a personalized, intimate shipping experience

Competitive Frame of Reference

Companies you trust and depend on

A Message from Craig

There is a lot of history strapped to the SeaLand name, but none is as important as the experiences we give our customers today – that is what matters. The here, and the now.

In every moment of each SeaLander's day there is a choice. We can take action, which serves the reinvented SeaLand brand, or do something else.

Something else is not who we are.

We are a people driven by a can-do spirit, with a hunger to take accountability, and make decisions which, first and foremost, keep our customers' cargo moving! We are a people who deliver a unique experience in the market – one our competition cannot imitate.

As we continue to develop as an organization it is crucial that each SeaLander understands one thing – there is no brand without YOU! The culture, customer experiences, the soul of our organization is only as meaningful as we have it be. The brand is the accountability of us all.

This *Living the SeaLand Brand* guide serves as a roadmap for how each of us can ensure that we truly are honoring who we say we are. I request that you study this, own this, be this every day because when we are, we win in the market.

You are the heart of the SeaLand brand.

VAMOS JUNTOS!



Benefits/Points of Difference

Customers benefit from a specific difference in the experience delivered by SeaLand versus the rest of the market:

Belonging:

Customers belong to an elite group. They are part of the family and together we work toward their success.

Freedom:

SeaLand is true to the can-do spirit. SeaLand offers simplified transportation processes. Customers have freedom from worry and a heightened ability to focus on other aspects of their work/business.

Power:

Customers are freed up to execute on business goals while meeting their own customers' needs. SeaLand offers the power of their people, knowledge, and expertise to each and every one of the shippers in the Americas region.

Reasons to Believe in SeaLand

SeaLand's roots in the Americas dates back to the origin of container shipping – SeaLand has strong brand equity based on the historical reputation of the name

Backed by the Maersk Group, SeaLand has strong financial backing and staying power – SeaLand is an expression of the Group's commitment to the region

The industry's most talented professionals hired from both Maersk Line and from other segments of the industry, and located in the communities where our customers live and work

Operating companies like MCC and Seago Line, also backed by the Maersk Group, prove that the model works; because of this focus SeaLand will help to drive growth for all in the region

SeaLand operates with a *move the cargo first* mentality

The faith and belief of the 450 SeaLanders who work tirelessly every day for our customers

Collective Assets

Our People
Name/Logo
Tagline
Tone of Voice
Brand equities
Customer experiences created by each SeaLander

Values

Constant Care
Humbleness
Uprightness
Our Employees
Our Name

Beliefs/ Brand Soul/Culture

At the core of who we are as SeaLanders, we believe:

- In the power of the Americas
- That every box matters & no business is too small
- In can-do attitudes and rising to the challenge
- We learn from listening
- Everyone has a voice
- In keeping it simple
- Great ideas can change the world
- We're invested in your success

Who we are is true to these beliefs and in our customers' worlds we stand apart from the competition because of them.

What we Are

Personal and Real
Can-do spirit
Move the cargo first mentality
Heartfelt Specialists
Confident in decision making
Soulful and Familial
Ethical
Service oriented
Accessible
Embracing empowerment

What we Are NOT

Many layers/heavy organization
Bureaucratic
Complex processes
Slow to respond
Unattentive to small customers
Unstable in LAM market
Disconnected between HQ and Clusters

Brand Realities

"With SeaLand, I'm not a customer or partner, I'm part of the family."

"I may not be the largest customer SeaLand has, but I feel like I'm the ONLY customer they have."

"I have no doubt that my business is in capable hands when I move my cargo with SeaLand."

"SeaLand keeps my company and cargo moving."

"I am informed about my shipment every step of the way."

"SeaLand has my back!"

Customer Experiences that Support the Brand

At SeaLand the relationship we have with our customers is one of intimacy. Everything SeaLand does has the customer in mind. With intimacy as the foundation, all of our customers' experiences will leave them:

Known: We connect with our customers on a personal and professional level. We understand our customers, anticipating the wants and needs they don't even know they have. SeaLanders know something about their target audience, they know what's important to them. Customers are left saying: "*SeaLand knows me and is taking care of my business. They exceed my expectations*"

Comforted & Assured: Every SeaLander has the can-do spirit and as a result is a solution-driven Intra-Americas specialist. We understand the customer and the market the customer operates in. Customers are left saying: "*My livelihood depends upon these shipments and I trust no one more than SeaLand. I have peace of mind when I ship with SeaLand. I am worry-free.*"

Elite: We believe that every box matters and no business is too small. To us, every customer is renowned; guaranteed a sincere interaction and superior level of service. SeaLand is efficient, experienced, and consistent. We are passionate about what our customers do and who they do it for. Our customers are left saying: "*I work with SeaLand because they leave me feeling like I am at the top of their list of most important customers. I am left with a sense of belonging!*"



Vamos Juntos!