

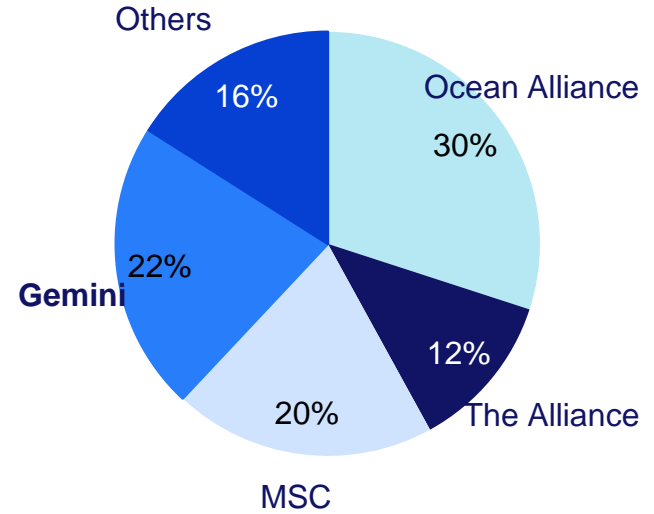
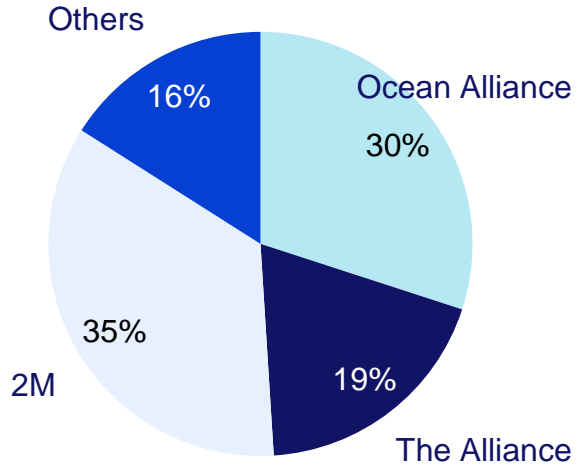
Transforming Shipping

The Synergy of Digitalization and Sustainability

October 4, 2024



Alliance fleet % before and after GEMINI Corporation



The Advantages of Digitalization in the Shipping Industry



Efficiency

Digitalization can optimize operations, potentially leading to a 15% reduction in operational costs (OPEX) within the next five years, as reported by KPMG, which notes that two-thirds of maritime companies have initiated their digital transformation (KPMG).

Transparency

The rapid adoption of digital technologies is expected to increase the use of IoT, real-time tracking, AI, and blockchain by 30%, improving visibility and data access ([Marine Digital](#)).

Automation

Digital technologies could cut operational costs for shipping companies by 10-15% through automation and workflow optimization, according to the Boston Consulting Group (Boston Consulting Group).

Connectivity

Approximately 40-45% of shippers and logistics providers utilize digital tools from shipping companies, with an annual adoption growth rate of 5-10% ([Marine Digital](#)). This enhances access to digital platforms.

Sustainability

Digitalization enables informed decision-making and route optimization, helping reduce environmental impact while promoting sustainable practices in shipping.

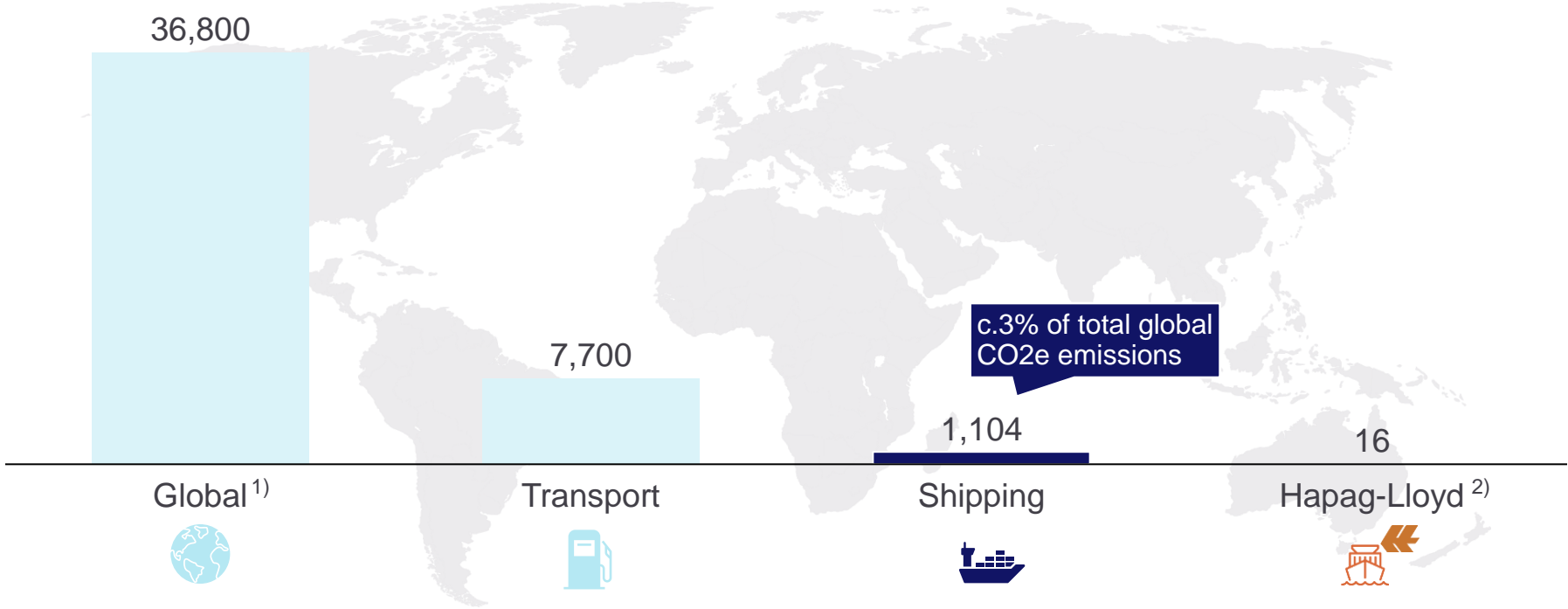


The Advantages of
Sustainability in the
Shipping Industry



The shipping industry is a major source of CO2e emissions, accounting for c.3% of global emissions

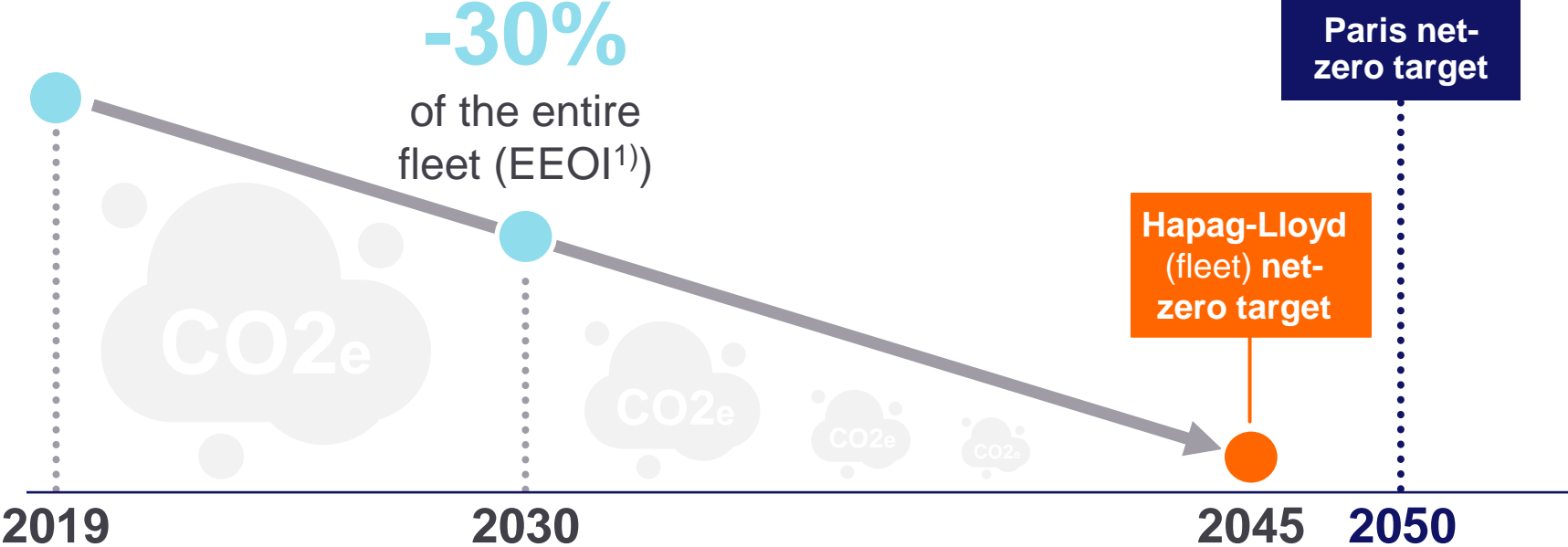
CO2e emissions in the shipping industry and globally [million tons CO2e in 2022]



1) Global energy-related emissions; source: IEA; 2) Scope 1 and 3

Hence, Hapag-Lloyd has set itself ambitious emission avoidance targets to contribute to global efforts

Hapag-Lloyd's emission avoidance roadmap



1) Energy Efficiency Operational Indicator; an IMO measure for the fuel efficiency of ships