Meet our new app: Integrated Logistics at your fingertips

Product Guide

Zeena Rogerson / Sophie Daniel June 2022

Maersk Mobile app

Stay close to your logistics, anytime, anywhere.

10:07 -7 App Store		
Welcome back		Q & @
	占向	凬
Q Track your sh	ipment	
Spot recent s	earches	
Looks like you do recent searches	n't have any	Start now
Open Invoices	Favourites	Booking Status
	5	Ē
Shipments in	the next 7 d	ays
🚖 28 Departin		Arriving
Book Spot Shipment	s Home	Invoices Schedules

Vision

Our vision is for an independent mobile channel, with unique mobile features that customers love to use to do business with us

Mission

This year we're on a mission to create web & app feature parity to give customers the choice to use mobile or desktop

Customer need

Our customers are showing a growing preference for mobile + 31 % active users QoQ mobile app, but we only have 20% of our web capability.



What can customers do on our app?

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App feature overview



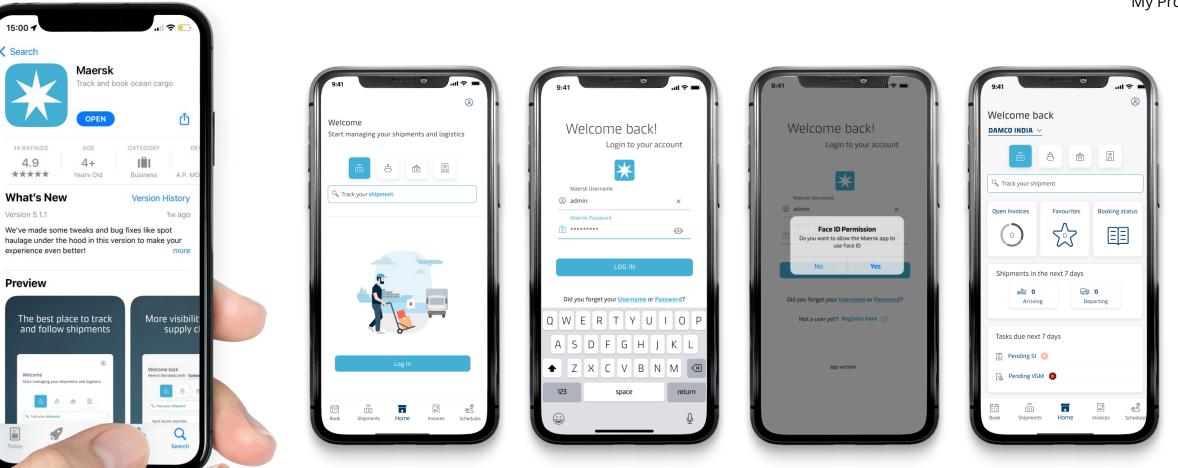
My Profile	Schedules	Track shipments	Booking	Invoices	Support
 Manage your profile and access multiple customer accounts Personalized homepage Preference setting Notifications 	 See active & past shipments Schedules - ltinerary optimization – search by 0&D and select from range of options for vessels, ports & routes to suit your need 	 New! 24/7 Real time notifications New! Add shipments to 'My favourites' and track Enter your shipment numbers into 'Track' and see the location & status 	 Spot booking – track all rates on the go with fixed prices & guaranteed loading Rollable cargo reservation Container yard or store door booking 	 Access invoices 24/7 See status Share with network 	 ✓ Live chat – chat to one of our support agents ✓ FAQs via chat bot to answer common questions ✓ Send app feedback



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Downloading the app and logging in



The Maersk app is in the Apple App store & Google Play store.

Log in, using their account details, or stay logged-out, where they can track a shipment and view schedules.

If a user has a registered account, they can log-in where they will get a personalized experience.

Option to use a biometric log-in . This leverages app native features, allowing for faster log-in next time.

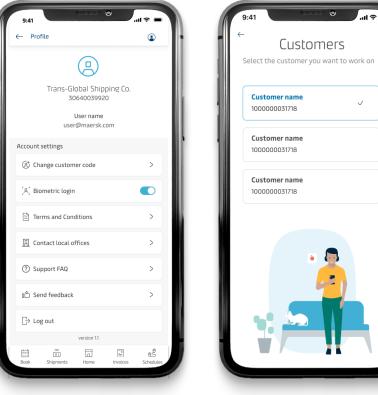
Logged in homescreen contains the 'hub' – a quick tap interface to all key features.



15:00

Changing customer





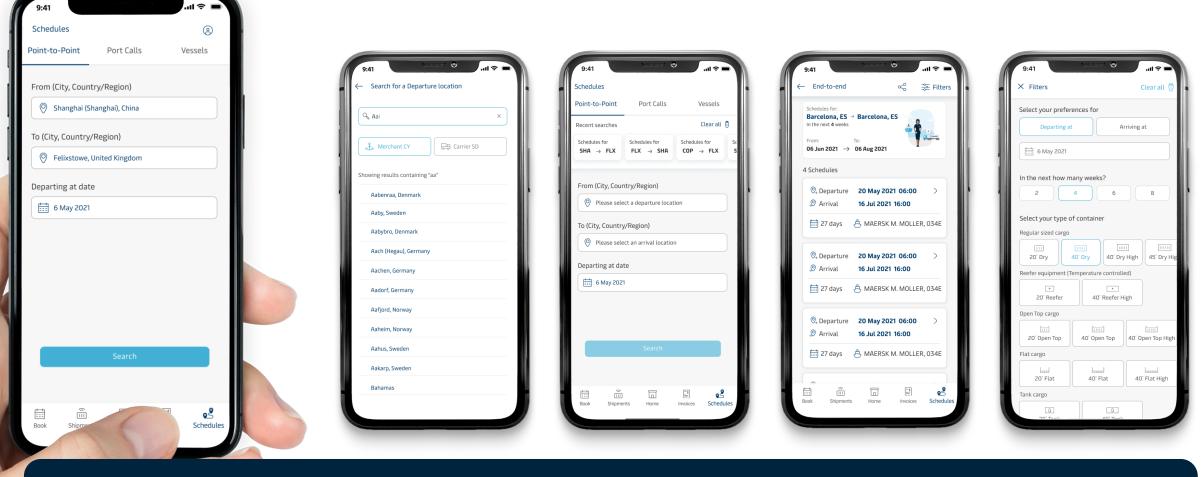
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o work on	Enter the customer you want to	
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Accounts withIf a customer account ismultiple customernot linked, the user canprofiles can switchadd with the customercustomer easily incodethe app



Check a schedule





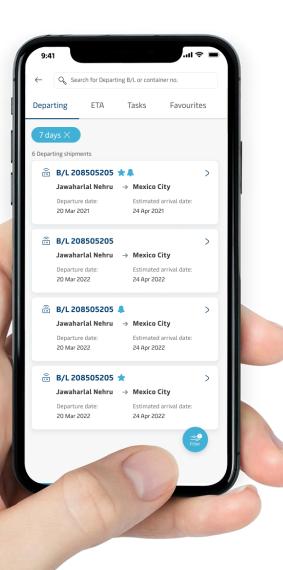
Users can track by point-to-point, port call or vessel Dynamic search helps users find their locations

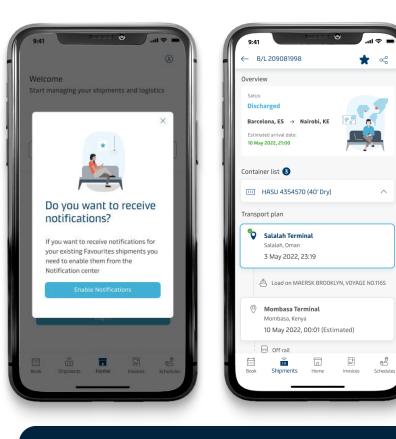
Recent search gives quick access to a user's favourite route Results screen shows all shipments on a certain route Filters allow users to find more applicable shipments

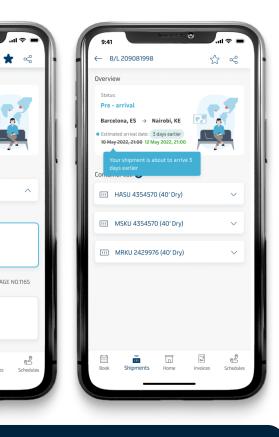
tion: Internal

Track my shipments & receive notifications









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7.

Notifications detail



We currently send the below notifications

Context	Copy example
A user will receive a notification when they have booked	Your booking with num. XXXXXXX has been confirmed
A user will receive information ETA has changed.	Your Shipment with B/L X has an ETA change to 0800 CET, 22 Feb 22
A user will receive a notification informing them their shipment has departed	Your shipment with B/L X has departed at 0800 CET,22 Feb 22
A user will receive information if their shipment will arrive early.	Your Shipment with B/L X has been cancelled
A user will receive information if their shipment will arrive early.	Your Shipment with B/L X will arrive 5 days earlier
	A user will receive a notification when they have booked A user will receive information ETA has changed. A user will receive a notification informing them their shipment has departed A user will receive information if their shipment will arrive early. A user will receive information if their shipment will



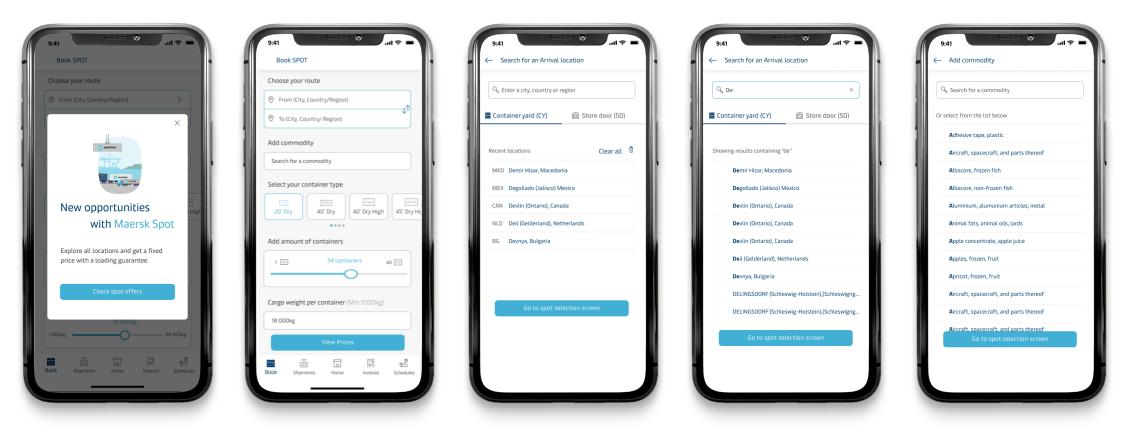
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Spot Booking – Container Yard



Booking

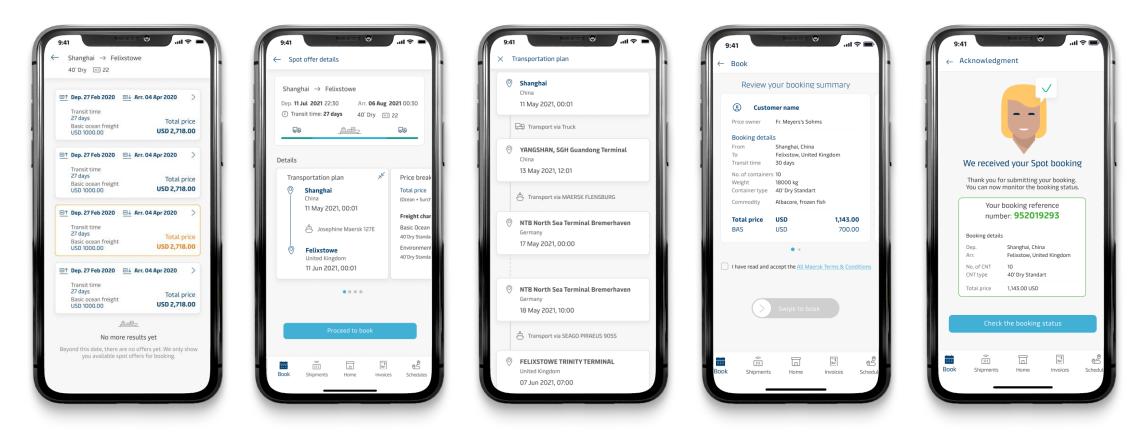


Users can make spot bookings easily within the app Search screen lets them fills in all details needed to make a booking Recent locations gives quick access to a user's recent searches Dynamic search makes it easy to find container yards Users add commodity type to their booking

Spot Booking – Container Yard



Booking



Results screen shows real time offers with cheapest shown in orange.. Offer details shows breakdown of transport plan, price, deadlines and spot fees Users can dig deeper into the details of their spot booking Users get a summary of their booking before swiping to book Acknowledgement of booking whilst user waits for confirmation, which comes via push and email

Spot Booking – Store door



Booking

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+ Add loading address	Add new loading loading address	ADIV SHEVRON US INC O BDIV Z333, Ponce De Leon Blvd Z333 Cord Gables (PL), Cord Cord Cord State	Customer name Price owner Fr. Meyers's Sohms	Do you have a valid export license? Yes No
	Add Customer or Trading name 495843975693487535 ×	United States, 33154 State	Booking details From Shanghai, China To Felixstow, United Kingdom	Do you have Unique Consignment referen
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Load date 🕖 Load time	Shanghai, China	Load date Load time	Weight 18000 kg Container type 40' Dry Standart Commodity Albacore, frozen fish	Add additional notes
ier haulage details (optional)	Type street name	Add carrier haulage details (optional)	Total price USD 1,143.00 BAS USD 700.00	Type reference additional notes
carrier haulage details	Type house number Type Postal code	Type carrier haulage details	Additional details Loading address Exxon Shevron US INC	
Proceed to Review \rightarrow	House number Post code	Proceed to Review →	Loading time 20 Jun 2020 10:00 AM CEST	I have read and accept the <u>All Maersk Terms 8</u>
	Add address to your list		Swipe to book	Swipe to book

Those wanting to book aUsers add loadingRecent addresses allowUsers can review theirOption to add referencedoor-to-door serviceand/or drop offfor quick completion.bookingdetails and then swipecan select store dooraddressesWhat 3 wordsto bookopportunity hereopportunity hereto book

Spot Booking – VAS



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Rollable & Freetime can be added to a customers booking

Rollable gives customers compensation if their shipment gets rolled

Customers get X days free freetime (port dependent) but can pay to add more

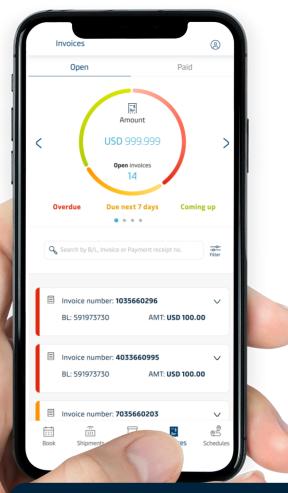
Additional days priced per day / per container

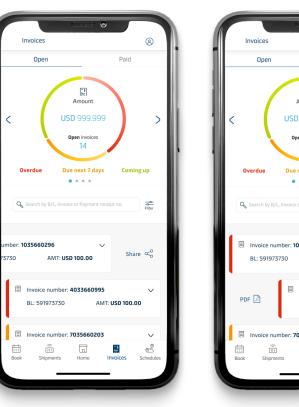
Confirmation of VAS added to booking before booking completion

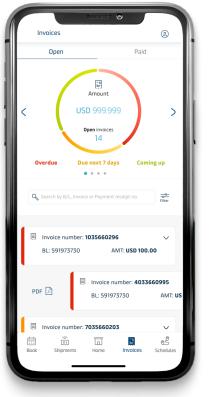
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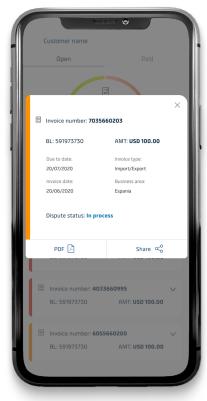
Invoices

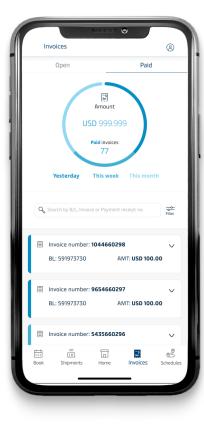












Color coded invoice management showing overdue, due and upcoming Swipe invoice left to reveal share feature

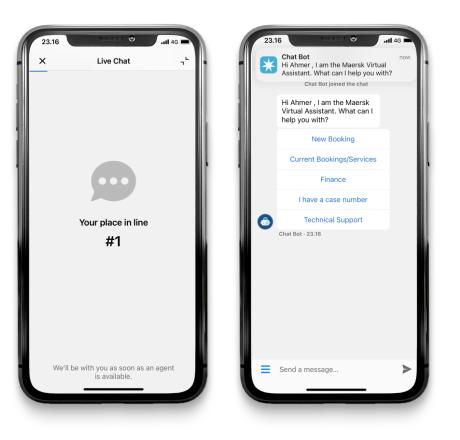
Swipe invoice right to reveal download to PDF feature Click into invoice to see more details Paid tab shows historic invoices.

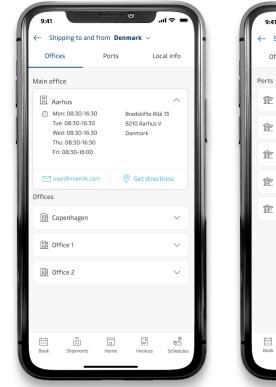
NB: Customers cannot pay on the app yet.

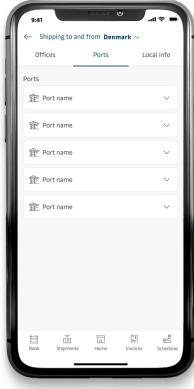
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Chat support & Info









Office, Port and Local information is available through the home screen

Chat feature goes to a bot first to answer simple FAQ type questions Users can speak to an agent if they need more support. Available 24/7

Download the app! Check it our for yourself







Latest feature - Shipment Overview Track, arrange & manage all your Maersk shipment in one place & on the go



Shipment overview

We know our customers find it essential to stay on top of their bookings and active shipments. They can currently find this information by a) looking on our website (6.6m page views in March) b) tracking with their exact shipment number on the web/app (907K per month) c) contacting an agent (1.8m emails per year).

The capability we are releasing on the Maersk app will provide a fast, easy way for mobile users to see all their shipments, status + any related tasks. To further enhance this experience for our users, we've built a pro-active 'push' notification that they can opt-in to to receive real-time notifications about their shipments. This release contains 2 features unique to the app: favourites & notifications

Our primary audience is our 7.6K logged in app users (March). Our secondary audience is a 10K segment of web (mix desktop & mob web) who we believe prefer a mobile experience.

We have a detailed go-to-market plan to launch and then activate this feature + our new notifications.

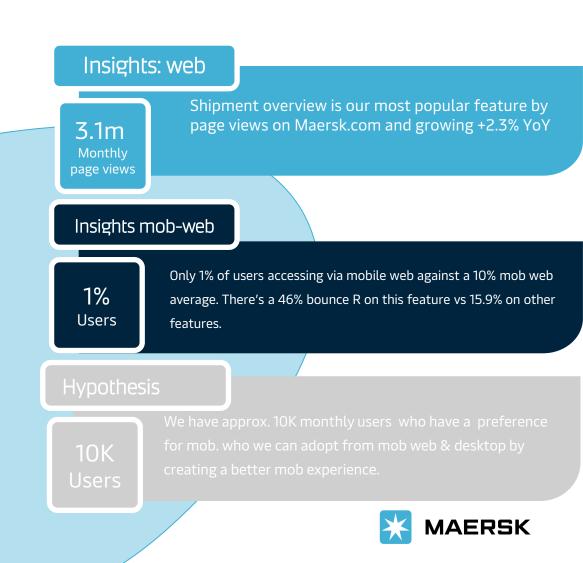


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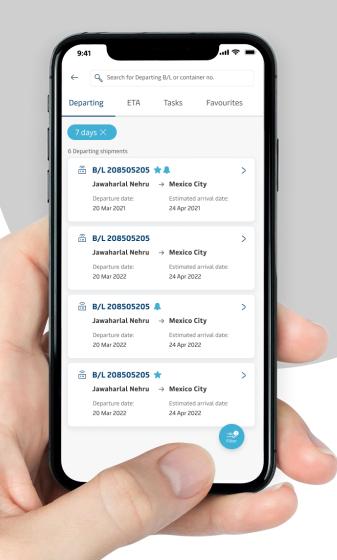
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Shipment Overview - insights

MAERSK	Prices Book - Tracking	Schedules Logistics solutions	Manage ->	EN v 9, (2) =	
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217056416	Futhou, 35, CN	Los Angeles, CA, US De May 27 amining at Los Regeles, CA, US	DUMMY BARGE	Multiple commodities in3+ containers	
20056541	Futfox, 35, DV	E Los Angeles, CA, US	DUMMY BARGE	Multiple commodities	
202690543	On Apr 21 departing from Futtow, TE, DV	El Los Angeles. CA. US	ZHONG HANG 922	Toys, games	
21172/494	Dr. Rev. 21 departing from 25 originary, 4.	On May 17 among at Las Angalas, CA, US ELos Angeles, CA, US	DUMMY BARGE	in2+ containers Furniture, nos	
297397667		On May 27 arriving at Las Angeles, CA, US Gdansk, PL	DUMMY BARGE	in2+ 40ft High Cube Dry Machinery or mechanical applianc	
	In Apr 21 departing from Nanjing, 32, CN			int+ 40ft High Cube Dry	
207152224	Yantian, 44. CN Dr. Apr. 21 steparting from Yantian, 44, CN	Los Angeles, CA, US De May 28 activity at Los Angeles, CA,	MAERSK EDIRNE Fog: SG, Built: 2012	Toys, games in1+ 40ft High Cube Dry	
217965740	Kachslung, TW Dr. Apr.21. departing from Kashniung, TW	California CA-US Decus Till arriving et Dattant, CA, SS-	RID CHARLESTON Flag: PT, Bult: 2008	Multiple commodities int= 40ft High Cube Dry	
217165807	Kachslung, TW Dr. Apr. 21 departing from Kashelung, TW	Cokland, CA, US	RID CHARLESTON Fire PT. Built 2008	Multiple commodities in % 20ft Dry	
217723753	Xiamers 35: ON	Newark, NJ-US	GUDRUN MAERSK	Fumiture, nos	
20725387	Dr Apr 21 departing from Xiamen, 25, DV	On May 25 antiving at Newark, NJ, US Baltimore, MD, US	Flag DK, Built 2005 GUDRUN MAERSK	int+ 40ft High Cube Dry Furniture, nos	
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Mobile app: Shipment overview



Bookings

- A user can view all their active bookings in a clear, mobile optimized format (4-6 bookings per screen view)
- A user can filter by Departing & Arriving, matching our customer roles
- A user can filter shipments
- A user can tap on a shipment to view related tasks

Favourites

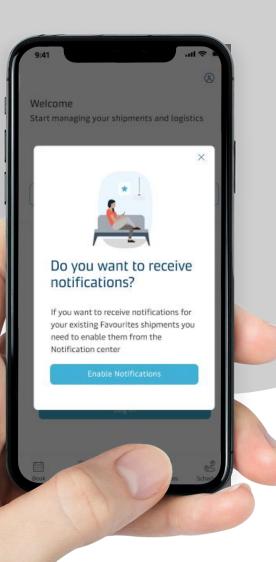
- A user can swipe any booking & mark as favourite
- Our MVP saw 30K interactions in March from users (on ave 2.3 interactions per user)
- Favourites will now enable optional notifications to proactively help the user track their important shipments

Notifications

 A user opt in to receive notifications related to 4 key shipment e vents: Departure, ETA, Cancellation & Pre-arrival



Mobile app: Notifications



Our notification experience

- Notifications are enabled on automatically for all Android users @ device & notification centre. These are synced.
- An iOS user will need to have notifications enabled in their
 Maersk app device settings
- As default Shipment notifications is 'off' at a shipment level
- To get notifications a user must favourite and opt in to receive notifications for a particular shipment
- A notification will be triggered if a change is >12 hours from planned A notification is sent once related to an event within 1 12 hour period
- A user can tap their notification and view more details related to the notification against the relevant shipment.
- A user Manage notifications they receive, and delete notifications

