

External Q&A in connection with Maersk's intention of moving towards a singular, unified brand by including KGH

A singular, unified Maersk brand

What is meant by "Maersk moving towards a unified, singular brand"?

We have announced our intention of moving towards a singular, unified Maersk brand. This announcement has been made as we want to take the best from our successful, complementary organisations and leverage our combined experience and capabilities. Our aim is to offer you greater value through deeper integration and a simpler, more focused, empowered and compliance-oriented organisation.

A key component of moving towards a singular, **unified Maersk is the integration of KGH into Maersk**, alongside other members of the Maersk family. You will still be able to enjoy the renowned service offered by KGH, but now under the Maersk brand instead. This is our intention. Please note that any action will be preceded by an in-depth review before we are able to conclude on the future for the brand in different geographies.

Why is the KGH brand being integrated into Maersk?

These last couple of years have highlighted how important resilience and flexibility are to our customers. We realise that our current brand structure doesn't reflect the way you, our customers, have your supply chains structured. We know that your supply chains do not follow the same divides as our internal organisation walls, and we believe our organisation should reflect that in the form of more options and more flexibility.

That is why we have announced that we are moving towards a singular, unified Maersk brand. We strongly believe that by connecting KGH's specialised skillset in customs, alongside Maersk's larger scope of products and services, we can best meet and ease our customers' supply chain needs. Having enjoyed a robust partnership that has offered our customers more agility and resilience in their logistical networks, the integration of these two brands is a logical next step.

Having said this, please rest assured that Maersk will continue to adhere and respect all contracts and agreements that are in place including contract confidentiality, so your information continues to remain safe and secure.

KGH integrated with Maersk in 2020, which was a successful experience for both customers and employees. Through this integration, we were able to offer our customers more flexibility and ease in their customs handling throughout the Europe region. We are now progressing into our next phase of the integration, moving towards full integration into one brand as a vital step in our journey towards becoming an integrated end-to-end logistics partner to offer our customers truly integrated end-to-end logistics, with ease and agility throughout their supply chain.



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At this point in the integration, the current change will only affect the visual identity. The legal structure will remain as it is now. When changes to this occur, we will ensure that you are informed in a timely manner.

What does “integration” mean? What can I expect out of this change?

We believe that a singular, unified offering under one brand will allow us to offer you increased value through deeper integration and a simpler, more focused, and empowered organisation. Through this integration, you will be offered the best from our successful, integrated organisation. Our goal is to leverage our combined experience and capabilities and offer you the best logistical solutions, whilst respecting all legal, fiscal and contract confidentiality requirements.

Where you are using multiple ocean carriers to fulfil your supply chain needs, we are proud to confirm that Maersk has been present across the transport and logistics supply chain for decades and has a proven track record of data access management to ensure that we are compliant with all laws and ring-fencing third-party data from being accessible to other parts of the Maersk organisation that compete with those third parties. The trust of our customers, suppliers and partners is extremely important to us and our data ethics rules go beyond what is legally required, to earn and protect your trust whilst providing you with best-in-class transport and logistics solutions.

How will a single, unified brand benefit my company and myself?

We are on a journey towards becoming an integrated end-to-end supply chain partner, with the goal of bringing ease, flexibility, and agility to our customers’ supply chains. We believe that a single, unified brand will allow us to offer you the best of our organisations. It will also allow us to leverage their combined experience and capabilities and deliver the best service possible. Our aim is to create increased customer value through deeper integration and a simpler, more focused, and empowered organisation. We see great value in offering our customers a more seamless experience with an integration of many offerings, united under one brand.

Once we have transitioned to a singular unified Maersk brand, you will be offered the best from our successful, complementary organisations. Our goal is to leverage our combined experience and capabilities and offer you the best logistical solutions. The company values that are a part of our DNA at Maersk, exist to build and protect the trust that you as a customer can have in us. It goes without saying that we will always deliver our promise to you in compliance with all laws.

Maersk’s values and purpose apply today, more than ever before and especially in relation to Upright data access and usage. Whilst we are now a company with increased presence across the transport and logistics supply chain, we must remember that one part of Maersk could be in a customer or supplier relationship with a third-party and another part of Maersk may compete with that same third-party. We will always ensure that third-party data that Maersk obtains from a customer or supplier relationship does not flow to another part of Maersk that competes against that third-party.



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When will the brand integration take place?

The change of visual identity and brand integration is set to be completed by end of quarter 2 of 2023. Please note that in some regions the integration will follow its own tailored timeline to transition towards a single unified Maersk brand. We will keep you updated of changes to the timeline.

Will I be informed of changes before they happen?

Yes. We will ensure to inform you of changes in a timely and open manner. You will be informed through your KGH representative.

How will this affect my account (account manager, pricing, payment terms) and will price or terms change?

We are still in the midst of planning how the organisation will look in the future. Throughout the transition, current account teams and terms and conditions (contracts, payment terms, etc.) will remain the same, and no changes are expected on your account and on how and who you interact with. Should changes occur, we will ensure to connect with you in a timely manner.

In creating a single, unified brand our goal is not to increase prices.

Will this affect non-Maersk vendor management?

Maersk has been active on different levels of the transport and logistics supply chain for decades. We are sensitive to the fact that this may result in cases where one part of Maersk is in a customer or supplier relationship with a third party, and another part of Maersk may compete directly with that same third party. As an example, Damco supplied Maersk's orchestration Supply Chain Management and 4PL solutions, managing multiple transport and logistics providers appointed to service a common customer's needs. Please note that we have maintained a proven track record over the years of protecting and ring-fencing third-party confidential data from being accessible to other parts of the Maersk organisation that compete with those third parties. We are, and will always be, committed to operating our business in compliance with all laws.

Maersk has created and implemented specific rules around data access and a comprehensive compliance and controls framework on this topic, which is above market standard and exceeds the legal requirements imposed by different laws as they exist today. The reason for this is that maintaining the trust of our partners and stakeholders means everything to us. We live our company values daily to ensure that we can confidently build and maintain the trust of our customers, suppliers, partners, and other stakeholders.

Will this affect the rates?

The rebranding will not affect customer rates.



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Should I change the way I book?

No, you can continue to book the way you always have.

What happens to my contracts now that KGH is integrating into Maersk? Do we need to resign or change?

No. We will ensure that your contracts are transferred seamlessly, should such transfer be needed. In the rare occurrence that this is not feasible, we will do our utmost to make the process as simple and smooth as possible.

Rebranding does not impact legal entities. The KGH legal entities continue unchanged, and customer & supplier agreements are unaffected. Will we inform you of any changes to this in a timely manner.

How will you ensure that my information is not shared with competitors?

For decades, Maersk has been present across many different levels of the transport and logistics supply chain, and we have maintained a proven track record of protecting third-party sensitive data from being accessible to other parts of the Maersk organisation that compete with those third parties. We are and always will be committed to operating our business in compliance with all laws and we will handle your data with the respect and care that is required.

Maersk's data ethics rules, which are applicable to all Maersk employees, are designed to ensure that we continue to appropriately handle confidential, sensitive, and competitively strategic information (CSI) of our customers', including that of their suppliers and partners. Specifically, these rules are designed to prevent direct, indirect, and accidental access to third-party CSI and ensure that their data is appropriately handled, stored and access controlled within Maersk, to protect your trust.

To ensure data security, we operate with two differentiated data systems. This is visible by what email domain is in use; @maersk emails only work with Maersk products, whilst @lns.maersk.com work with third-party products and information.

Is Maersk trying to cut costs by moving towards a singular, unified Maersk brand?

No. This is not a cost-cutting exercise.

Services and products

Will the product and service offerings change?

As a customer, you will continue to have full access to the KGH customs portfolio, and as well as Maersk's other services.

We believe that a single, unified brand will allow us to offer you the best of our organisations. It will also allow us to leverage their combined experience and capabilities and deliver the best service possible, whilst respecting all legal, fiscal and contract confidentiality requirements.



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Whilst some of our products and service offerings will be developed, the goal is to ensure the products and services we offer you are even better than before and that all your needs continue to be met.

If you are interested in learning more about our advanced product offering by Maersk, please feel free to reach out to your known contacts. Having said this, we will of course continue offering Customs Services as a standalone Product for existing and new customers.

Will this integration affect the cost of services?

In integrating to a unified Maersk, the goal is not to increase prices. We are on a journey to become an integrated end-to-end logistics trusted partner, with the goal of bringing ease, flexibility, and agility to your supply chains. We believe that a single, unified brand will allow us to offer you the best of our organisation.

Where do I go when I want to book a service or find information on a product?

For now, you can continue to book and access information on services and products of KGH as you have to date. Please feel free to reach out to your customer service or sales representative should you have any further questions pertaining to products.

Who can I contact if I need help or have questions about a product or service?

The transition to a unified Maersk offering will be phased to minimise its impact on our customers. Our aim is to ensure our customers can continue to work with the same team/representatives. If you need help or have questions, please contact your usual customer service or sales representative.

Who can I contact if I need help or have questions about a product or service?

If you need help or have questions, please contact your usual customer service or sales representative.

Will this affect customer billing?

The rebranding will not affect customer billing. Rebranding does not impact legal entities. The KGH legal entities continue unchanged, and customer & supplier agreements are unaffected. Will we inform you of any changes to this in a timely manner.

How can I get updates on what is happening with the transition?

We will communicate all relevant information in a timely manner.



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Will my information automatically be shared with Maersk / other parts of the organisation?

No. We will respect and adhere to all legal and fiscal requirements and contract confidentiality, so customers can rest assured their information continues to be safe and secure. The company values that are a part of our DNA at Maersk, exist to build and protect the trust that you as a customer can have in us. It goes without saying that we will always deliver our promise to you in compliance with all laws.

How will you handle my data within a singular, unified Maersk offering?

For decades, Maersk has been present across many different levels of the transport and logistics supply chain, and we have maintained a proven track record of protecting third-party sensitive data from being accessible to other parts of the Maersk organisation. We are and always will be committed to operating our business in compliance with all laws and we will handle your data with the respect and care that is required.

Where your supply chain uses the services of non-Maersk Ocean carriers and where you have contracted KGH to orchestrate customs on your behalf, please note that such KGH/Maersk employees will operate from a @lns.maersk.com email domain. The reason for this is to ensure that you and the non-Maersk Ocean carriers that you use, can readily identify that they are dealing with the correct person within the organisation. Maersk's data ethics rules, which are applicable to all Maersk employees, are designed to ensure that we continue to appropriately handle confidential, sensitive, and competitively strategic information (CSI) of our customers', including that of their suppliers' and partners'. Specifically, these rules are designed to prevent direct, indirect, and accidental access to third-party CSI and ensure that their data is appropriately handled, stored and access controlled within Maersk, to protect your trust.

Will contact details and email addresses change?

Eventually the contact details and email addresses of brands becoming Maersk will change.

However, the transition will be phased, and you will be notified of any changes in advance. We are doing everything we can to minimise the impact on our customers and make this transition as smooth as possible. For the time being, you can continue to use the contact details and email addresses, as you have done to date.

I still have further questions about how this change can and/or will affect my business. Who can I reach out to?

Should you have any further questions, please reach out to your KGH representative for more information. We remain at your service should you need assistance.



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