

TOC Asia 2011
15th March 2011, Tianjin P.R.C.

THINK
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Terminal Partnering Project



 **MAERSK**
LINE

Agenda

What are we trying to achieve and why

A “new” approach

How do we intend to run the project

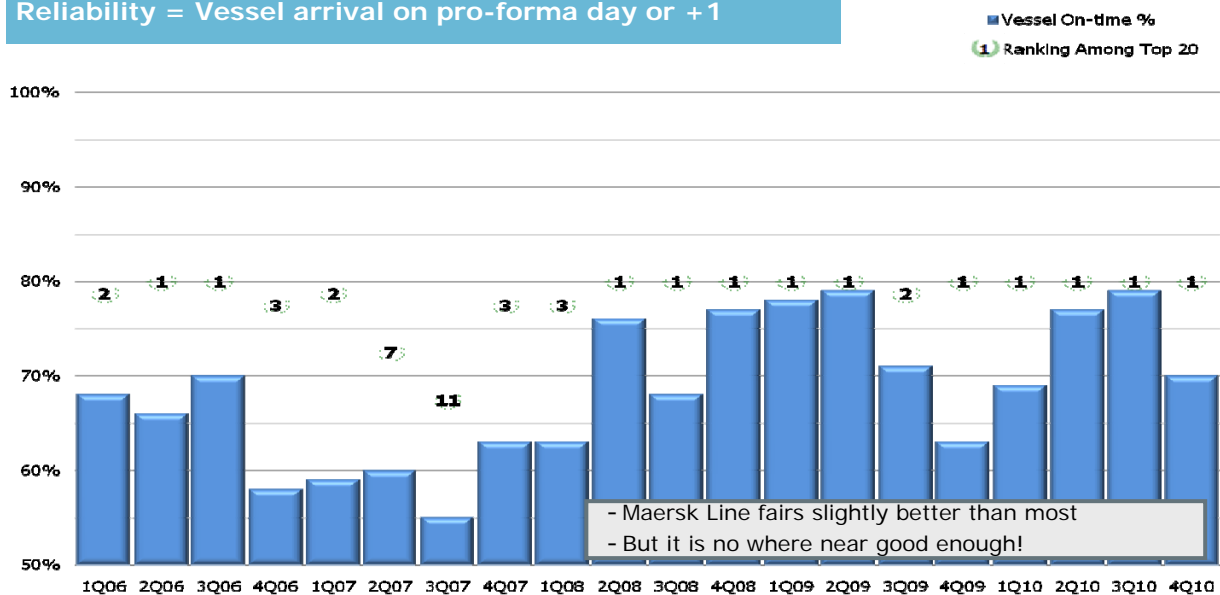


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Schedule Reliability - a Maersk Line priority

Reliability = Vessel arrival on pro-forma day or + 1



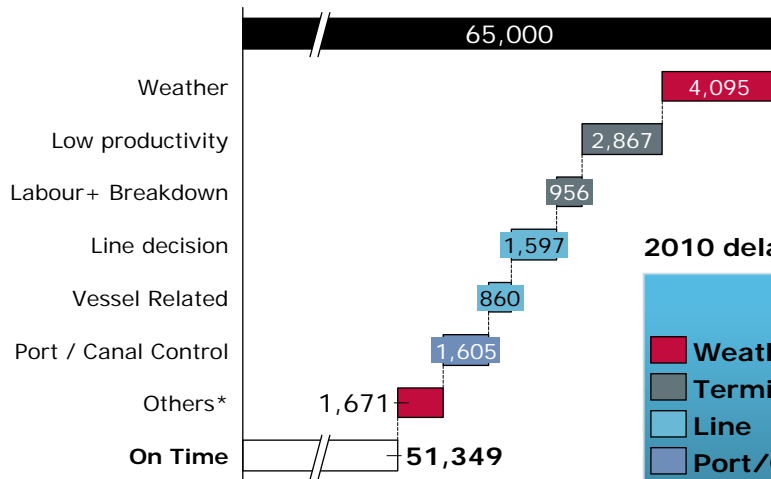
SOURCE: Drewry

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Where is Schedule Reliability impacted

ML reasons for late vessels – 2-1-



2010 delays by category

	# Calls	%
Weather & others	5766	42%
Terminal	3823	28%
Line	2457	18%
Port/Canal	1605	12%

Source: ML internal data on vessel performance

* For example extraordinary situation affecting a port (Causality, oil spillage, grounding...) as well as berth not free for unknown reason

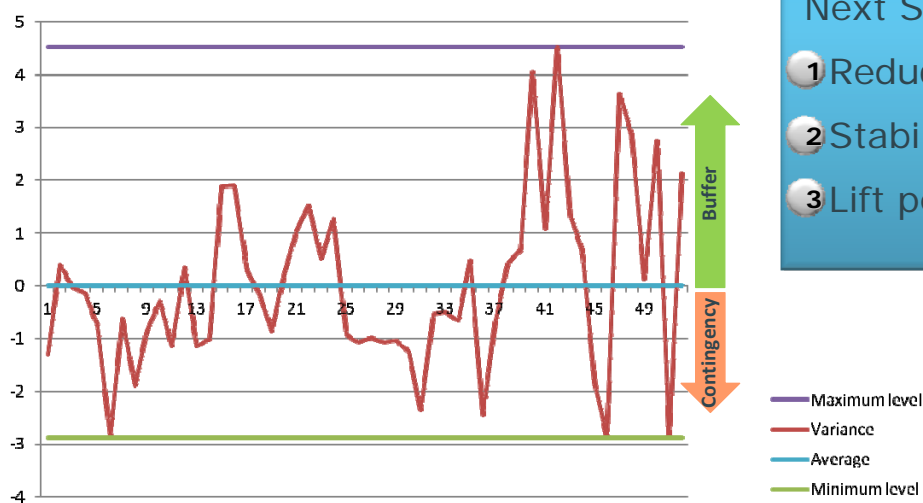
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The impact of variation on Schedule Reliability

Variance in global productivity (BMPH)
Sample 2008

Weekly deviation of
BMPH to average



*Team analysis

- Next Steps:
- 1 Reduce variation
 - 2 Stabilize
 - 3 Lift performance

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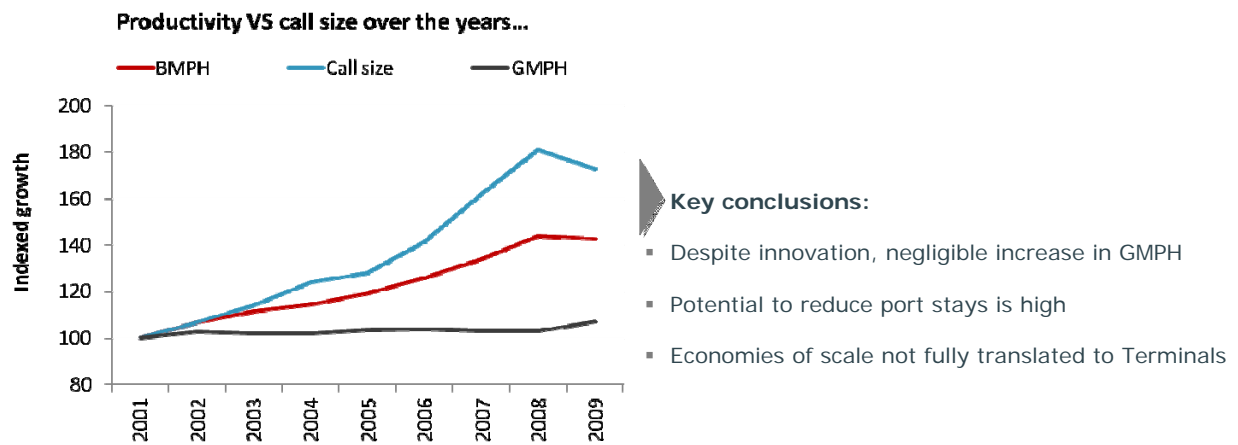
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Industry development: Productivity VS Call Size



Key conclusions:

- Despite innovation, negligible increase in GMPH
- Potential to reduce port stays is high
- Economies of scale not fully translated to Terminals

** Majority of the gap is attributed to the largest call size measured (>4,000 moves).*

Significant leaps are needed to lift performance: Line and Terminal

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Our approach is designed to be mutually rewarding

Optimized ML planning & Terminal operations:

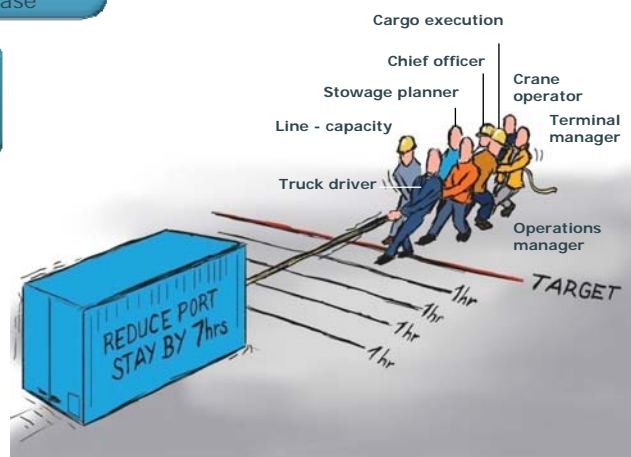
Line benefits

- Reliability
- Network Stability
- Cost Avoidance

Terminal benefits

- Customer satisfaction
- Resource efficiency
- Capacity increase

Strengthened strategic partnership
Process standardisation and stability
Overall gain in staff competence and skills

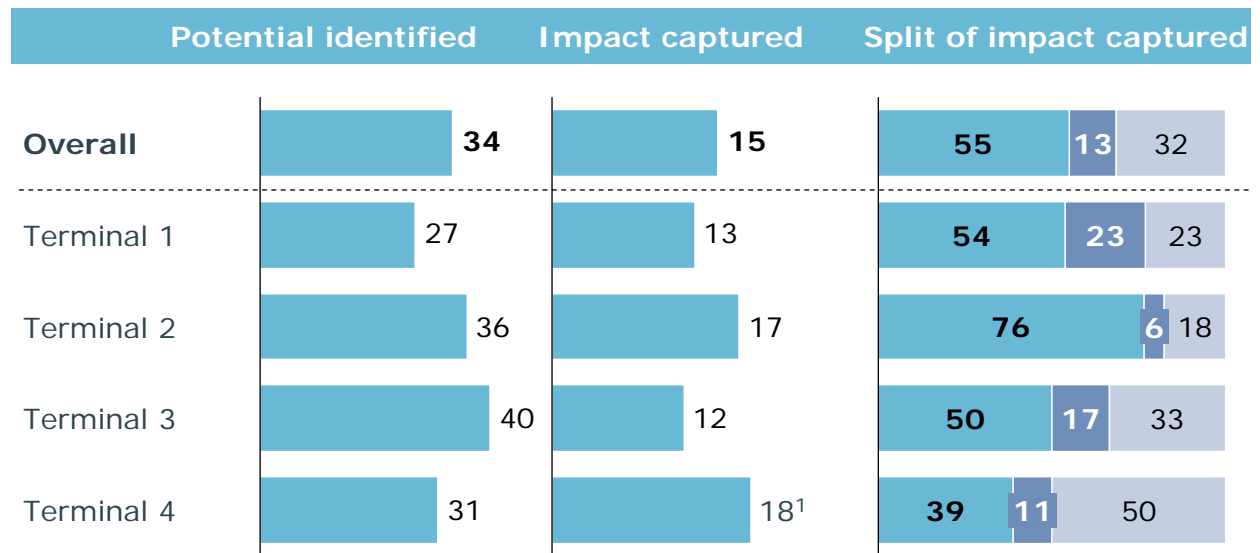
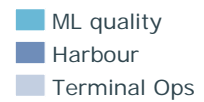


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Over half of impact so far captured is resultant from Maersk Line internal initiatives

Percentage reduction in port stay time



¹ Based on best observed call



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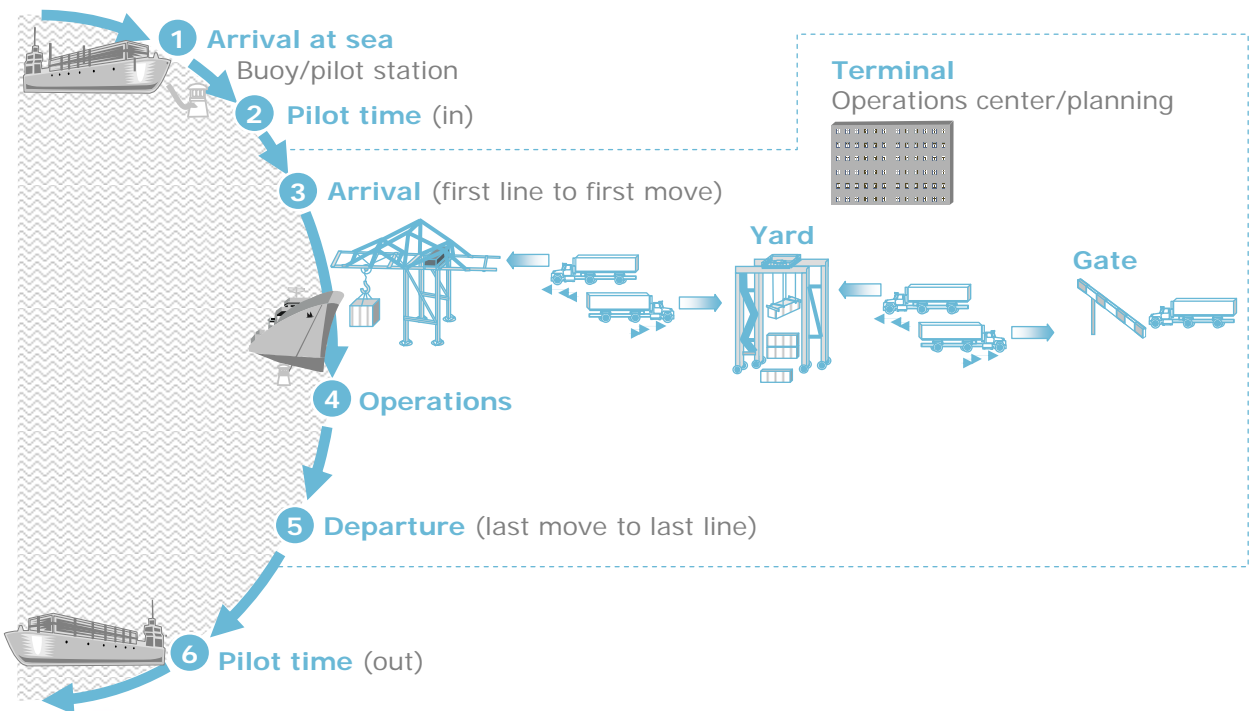
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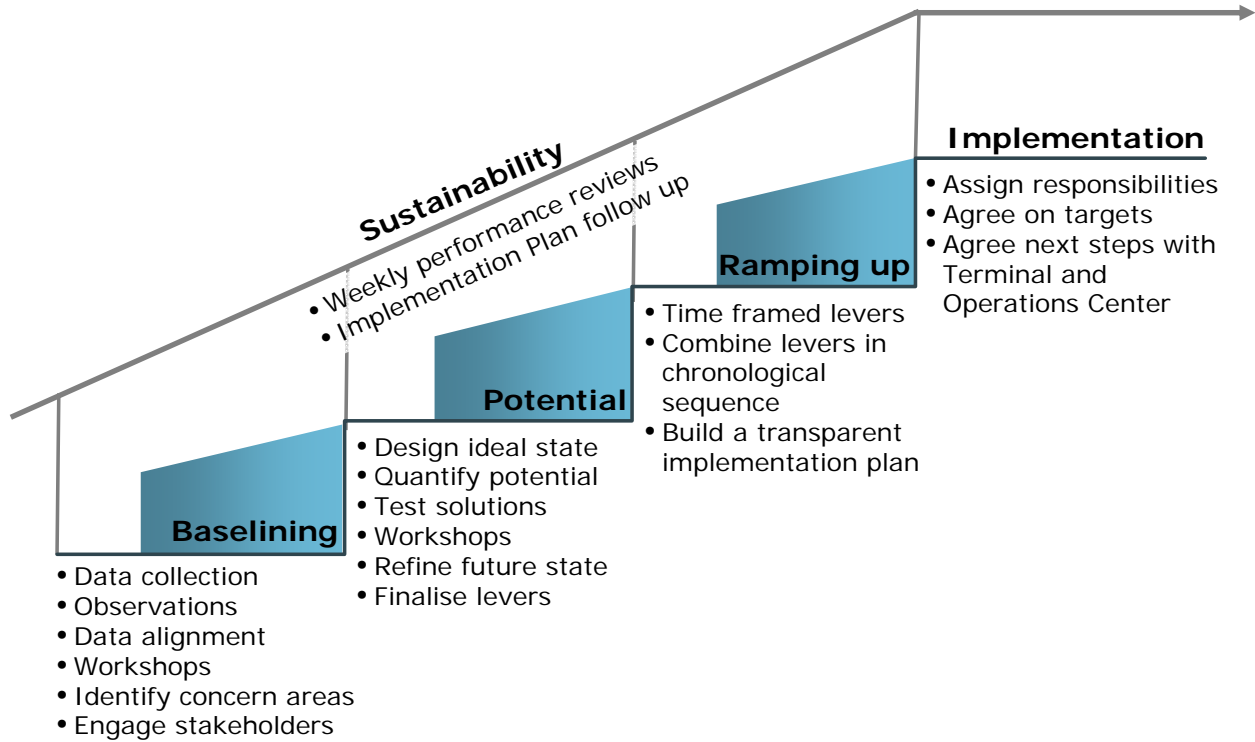
Which elements of the port stay do we focus on?



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Project approach – 5 weeks site visit



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True Partnerships create champions

Most reliable
business partner

Full Schedule
Reliability
without negative
environmental
impact

Most efficient
terminal

Delivering
sustainable world-
class performance
efficiently



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