



NEWS RELEASE

# ZIM Launches New Global Digital Campaign Showcasing Enhanced myZIM Personal Area

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New Campaign Highlights ZIM's Ongoing Commitment to Exceptional Customer Experience, Combining Digital Innovation with Personalized Service

HAIFA, Israel, February 3, 2026 -- **ZIM Integrated Shipping Services** (NYSE: ZIM) proudly announced today the launch of its latest global digital campaign for myZIM Personal Area, aimed at engaging both existing and prospective customers worldwide. The campaign will be featured globally across social media in various countries, including an adaptation tailored for the Chinese market.

Under the slogan "More Services, One myZIM", ZIM puts its own employees front and center, capturing the company's unique spirit through a creative, musical-inspired and humorous approach.

## Watch clip here

Filmed at ZIM's headquarters in Haifa, Israel, the campaign features ZIM's Head office customer service employees and IT teams, who usually operate behind the scenes, in developing new features, now taking center stage to represent ZIM's services. The campaign highlights the platform's digital capabilities while providing audiences with a unique glimpse at the individuals delivering the ZIM's signature personal touch.

myZIM Personal Area has continuously evolved with numerous upgrades and enhancements designed to streamline customer experience. Guided by a "Powered by Our Customers" approach, this methodology is an integral part of ZIM's ongoing efforts to elevate its customer experience, by integrating customer feedback into every upgrade, ensuring that digital advancements are always paired with ZIM's unique personal touch.

The newly enhanced myZIM Personal Area now provides a range of features including booking, quotes, shipping

instructions, shipment status notifications, and more, conveniently available in one digital platform, with plans to introduce additional features to more countries in the near future.

Karin Schweitzer, VP Global Customer Service said, "As the shipping industry continues to embrace digital transformation, our services and enhancements remain dedicated to our customers' needs. We continue to draw upon direct customer feedback to guide our developments, ensuring that our digital tools are always complemented by professional human support.

Yifat Ginzberg, Chief Marketing Officer (CMO) added, "At ZIM, our values are often expressed through a unique approach that empowers customers to choose between advanced digital tools, while always providing the support of a dedicated team to guide them, ensuring they are never left to navigate technology alone. Our new campaign highlights how digital innovation and customer experience go hand in hand. Above all, it is our employees who make the difference, which is the reason they are the heart of this campaign."

#### About ZIM

Founded in Israel in 1945, ZIM (NYSE: ZIM) is a leading global container liner shipping company with established operations in more than 90 countries serving approximately 33,000 customers in over 300 ports worldwide. ZIM leverages digital strategies and a commitment to ESG values to provide customers innovative seaborne transportation and logistics services and exceptional customer experience. ZIM's differentiated global-niche strategy, based on agile fleet management and deployment, covers major trade routes with a focus on select markets where the company holds competitive advantages. Additional information about ZIM is available at [www.ZIM.com](http://www.ZIM.com).

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