NEWS RELEASE

ZIM’s groundbreaking Powered by Our Customers initiative

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ZIM CUSTOMERS WILL PARTICIPATE IN PLANNING AND DESIGNING ZIM’S DIGITAL TOOLS

ZIM announced today the official launch of its revolutionary Powered by Our Customers approach.

As ZIM moves forward with the development and implementation of new digital tools, the Company is embarking on an innovative new concept, Powered by Our Customers, which will become the new standard for all future ZIM digital applications.

Taking ZIM’s personal touch and customer-oriented approach to the next level, Powered by Our Customers is all about inviting customers to take an active part in designing and influencing ZIM’s Service Experience – For Customers By Customers!

As part of the new methodology, ZIM is creating a customers’ panel of “Influencers”. The panel members will assist in decision-making related to ZIM’s digital services. Customers and partners have already been approached and invited to become Influencers. In about a month, they will begin to receive short questionnaires about their preferences regarding upcoming ZIM digital tools. As an example, the development and features of the new ZIM mobile application will be guided by the Influencers’ preferences.

Eli Glickman, ZIM’s President & CEO: “Launching our new customer service concept is a significant part of ZIM's powerful and forward-looking strategy that simultaneously focuses on customer needs and digital innovation. The double focus on these two objectives is at the cutting edge of the shipping industry and will play a decisive role in

shaping its future. The endless efforts we invest to meet our customers' needs demonstrate the great importance we see in, as well as the great appreciation we have for, their contribution to the success of our endeavor."

Recognizing the huge importance of end-users' input in creating top-notch customer experience, ZIM has decided to integrate this customer-oriented approach as part of its new vision – Innovative Shipping Dedicated to You.

Assaf Tiran, ZIM's VP Global Customer Service: "Powered by Our Customers means first and foremost having customers' voices heard. We want our customers to be actively involved in shaping the course of ZIM's future Service Experience. Our ultimate goal is to become an industry leader, and we strongly believe this is the way to go."