



PRESS RELEASE

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For immediate release

Softship to streamline systems at Höegh Autoliners

Global maritime software provider, Softship, has won a major contract with Höegh Autoliners to replace their core business systems with a company-wide, state-of-the-art software solution.

Höegh Autoliners operates a fleet of around 50 PCTCs (pure car and truck carriers) managed from about 30 offices world-wide and recently invited tenders to replace its existing software systems with a comprehensive solution capable of handling its business processes, from scheduling to invoicing.

Daniel Lusby, who is the project leader, explained the background:

“Our corporate aim is to be a truly global, cost efficient operator providing port-to-port transportation services that meet the requirements of our customers. Achieving consistent quality throughout the company is a top priority. Implementing the Softship solution will take us further towards this goal as it replaces four independent software systems with a single, integrated solution. Many processes will be automated, data will be reused, duplication will be eliminated and efficiencies will be created throughout the company.”

“We are currently in the analysis phase of the implementation process and the Softship team is tailoring the solution to match our exact requirements, building in the additional functionality that we require. Their sector knowledge and experience of implementing these types of systems puts us on track to go live in early autumn”, says Lusby.



Thomas Wolff, Softship's executive director commented:

"We are delighted to have been selected from a competitive tender process to implement our Softship Liner Management (LIMA) solution into Höegh Autoliners. The company carries around 1.75 million car equivalent units (ceu) and makes about 3000 port calls a year. This is exactly the operating profile that our software was designed to streamline. I am looking forward to demonstrating to our new client the range of efficiencies we are able to bring to their company".

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Notes to editors

Softship is the leading provider of software solutions and related services to the international liner shipping industry. Founded in 1989, Softship's software has been installed in more than 100 companies across the world. Its software products are designed to streamline and deliver efficiencies to the many processes that comprise liner shipping (commercial, operations, equipment control, finance and more) as well as providing a range of business management tools that allow shipping executives to fully analyse their commercial and operational activities. Flexibility is achieved through Softship's modular format where clients purchase or lease only the solutions they require. Software can be easily modified to meet specific market or company requirements and is delivered as a locally installed application or through a hosted solution. Packaged suites of software applications are available for principals, agents and NVOCCs. Tailored versions are also available for shortsea and feeder operators.

The company is headquartered in Hamburg, Germany and has been listed on the Frankfurt Stock Exchange since 2001 (ISIN: DE0005758304). It also operates offices in Argentina, Belgium, Singapore and USA and employs around 70 people, all of whom have in-depth shipping knowledge.

More information is available at www.softship.com



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