

PRESS RELEASE



2 December 2010
For immediate release

Softship signs-up Swire Shipping

Global maritime software provider, Softship, has won a major contract with The China Navigation Company Pte Ltd (CNCo)'s liner shipping arm, Swire Shipping, to install its LIMA (Liner Management) package across Swire Shipping's global network.

Commenting on the reasons behind Softship's winning tender, Richard Kendall, CNCo's Managing Director, said:

"We pride ourselves on providing shipping solutions with the highest customer service standards and the adoption of Softship as our software partner will help us continue to deliver for our customers and introduce efficiencies and greater transparency across our business. I am delighted to be working with them."

The installation of the LIMA package will replace Swire Shipping's current proprietary applications and demonstrates how established liner operators can generate operating and financial efficiencies by choosing proven packaged software over bespoke systems.

Explaining these benefits, Managing Director of Softship's Singapore division, Lars Fischer said:

"Many larger shipping lines use bespoke, in-house software solutions which are generally expensive, less flexible and time-consuming to install and operate. Packaged solutions such as the LIMA system we are to implement for Swire Shipping can be tailored to meet a client's specific requirements and come with a track-record of delivering a range of benefits. LIMA will automate all of Swire Shipping's business critical processes including commercial, equipment control, operations, finance and management information. It will use the latest technology to enable the real-time control of these processes and will deliver efficiency gains alongside total integrated cost and revenue management."

Swire Shipping operates a versatile fleet of multi-purpose vessels servicing its core trading area of Australia, New Zealand, Asia and the South Pacific and extending to

Europe and North America. The LIMA package will be rolled out across the entire Swire Shipping operation which includes the head office in Singapore, regional offices in Australia, New Zealand, UK, India and Canada as well as more than 100 agencies world-wide.

Ends

For further information contact:

Hamburg

Thomas Wolff
Executive Director
Softship Aktiengesellschaft
T +49 (0) 40 8 90 68 0
M +49 (0) 160 616 14 77
wolff@softship.com

Singapore

Lars Fischer
Managing Director
Softship Data Processing Pte Ltd
T +65 6227 2497
M +65 97474155
fischer@softship.com

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

Issued by Navigate PR Ltd

Contact Mike Elsom +44 207 369 1656/+44 7968 196077/melsom@navigatepr.com