

PRESS RELEASE

Copenhagen, 13 June 2014

SVITZER LAUNCHES SHIPSHAPER GAME FOR iOS AND ANDROID

On June 13th Svitzer releases their latest effort in increasing the focus on Safety in the shipping industry: the game called Shipshaper for smartphones and tablets.

'Shipshape' simply means keeping things in order in shipping industry work environments – on board vessels and in offices alike. Many incidents are caused by complacency. With this in mind, Svitzer is putting focus on being 'shipshape' at work with the aim of reaching a zero incidents safety record by encouraging behavioral change.

Shipshaper is a fun and challenging game that reminds shipping industry employees of the safety risks and hazards on board a vessel. In the game, Duke Shaper, the character for the Svitzer Safety Shipshape campaign, moves through different environments removing safety hazards.

Mika Bildsøe Lassen, Head of Communications, is excited about the potential of the game:

"At Svitzer we are determined to put safety high on the agenda, both in our company and the shipping industry. Taking safety for granted is one of the biggest threats to the lives of shipping industry employees, and the Shipshaper game is an interactive and fun tool for our industry employees to remember to always stay focused on safety routines on the job."

Playing as Duke Shaper, the task is to remove different obstacles around the vessel without becoming complacent, tripping on the objects and losing the game. Touch and swipe to shipshape the work environment from cleaning up oil spills on the deck to closing drawers in the onboard office. The more things Duke Shaper shipshapes, the more the tempo and frequency of the obstacles increases.

Shipshaper game can be downloaded from the Apple App store and Google Play.

For more information, please contact:

Head of Communications, Mika Bildsøe Lassen, mika.lassen@svitzer.com (+4520552655)

Head of Branding, Jens Viby Mogensen, jens.mogensen@svitzer.com

ABOUT SVITZER

Since 1833, SVITZER has provided safety and support at sea. With 4,000 employees, a fleet of more than 430 vessels and operations all over the world, we are the global market leader within towage and emergency response.

The logo for SVITZER, featuring the word "SVITZER" in a bold, blue, sans-serif font.