

PRESS RELEASE

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SVITZER'S SAFETY GAME AWARDED BEST APP

Svitzer's Shipshaper game, an all-new approach to safety communication and behavioural change, was named one of the top three business-to-business apps of 2014 by US-based Advertising Age magazine.

Svitzer is deeply committed to increasing safety standards in the shipping industry by encouraging behavioural change. The Shipshaper game for Android and iOS devices was one element of Svitzer's 2014 Safety Day, an annual company event when all of Svitzer's 4,000 employees gather in their respective locations worldwide for safety discussion and exercises.

The Shipshaper game was designed to maintain safety engagement and awareness throughout the year by helping employees – on board vessels and in offices alike – focus on being shipshape and eliminating safety hazards. The game allows players to score points by successfully avoiding safety obstacles while navigating Duke Shaper, the Safety Hero of the Shipshape campaign, through different environments.

Ad Age, a leading global source of news and intelligence for the marketing and media communities, grants B2B Best Awards annually to celebrate the most innovative and creative work produced by business-to-business marketers and their agencies. The award for Shipshaper noted that, "The Shipshaper game is anything but [boring] and is miles ahead of training films of the past. This lively little app beckons users to learn safety in a way that's fun and keeps them from tuning out."

"Safety is a constant and ongoing effort within our industry and at Svitzer," says Jens Viby Mogensen, Head of Group Branding for Svitzer. "We need to live safety every day, in our offices, at ports and onboard vessels. The Shipshaper app has helped us do that and contributed to a significant recent drop in safety-related accidents beginning in the final quarter of 2014".

The Shipshaper game can be downloaded from [Apple's App Store](#) and [Google Play](#).

SVITZER

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ABOUT SVITZER

Since 1833, Svitzer has provided safety and support at sea. With 4,000 employees, a fleet of more than 400 vessels and operations all over the world, we are the global market leader within towage and emergency response.

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