

What lets us stand firm, what makes us move: **Values and virtues of the Hanseatic Lloyd Group**

Hanseatic Lloyd

The medieval "Hansa" organization was an international alliance of merchant's cities around the North Sea and the Baltic Sea. Reliability and a spirit of enterprise caused its persistent success.

Our company group was founded in a traditional hanseatic city, serving to the growing needs of international trade shipping. It's name "Hanseatic Lloyd" stands for trust and fairness, for economical and technical competence, for success through thoughtful action in a courageous enterprise. These values determine the collaboration of all those who contribute to the excellence of our company and profit from it.

We extend our hand to you, offering active partnership to work with us in that same spirit. The handshake of a "hanseatic" entrepreneur is valid. In order for you to prove us by our explicit words, and to remind ourselves, we have created this credo text. To claim we had accomplished all it says would be presumptuous, since all human effort will also be preliminary. Nevertheless, the following guidelines sincerely express what we believe and strive to put into practice day by day.

*Daring and
winning with us*

Financial power is fuel and motor of a company. Men and women entrust funds to us in order for us to work with them. Their trust is worthy to return due profit. Hanseatic Lloyd is reliably standing up for the interests of stockholders and investment clients. But we do not promise "the fast buck" made by any means. We believe that only that which has been earned in accordance to sound ethical principles is good money worthwhile to own.

This, in concrete terms, means the following to us:

- We are striving for excellency and first class quality in all economic, relational and operational endeavours.
- We do not fear change, but rather use our opportunity in it. As a small company we are able to react swiftly when confronted with new economical or technical challenges and possibilities.
- We consciously concentrate in our core competence as a company experienced in shipping. We don't get involved in risky operations.
- We inform in an exhaustive and crystal clear manner; our profit perspectives are honest and based upon the facts.
- We make sure our financial potential is secured at all times.
- We do not "give away" taxes and fees we can legally save.
- We are continually striving for optimized cost, if it is not for the price of lesser quality or security.

Working with us

Work is an integral part of our human dignity. It should make us experience and expand our own potential in creative ways. Hanseatic Lloyd offers a chance to talented persons who are highly motivated to become what they can be and what our company needs: firm, honest and industrious people hallmarked by supreme qualification. Whether travelling the oceans or working ashore: our top team deserves respect and has to be able to count with optimal work conditions. Therefore, in our company, employers and employees are not adversaries by definition. They are tied up with each other by mutual loyalty for the benefit of all.

This, in concrete terms, signifies the following to us and our team:

- The person who works with Hanseatic Lloyd makes good money. The company has an interest in the material prosperity of its co-workers and their loved ones.
- Whether on board or in the office: the possible will be done to guarantee safety, good health and agreeable conditions for our staff at work.
- There are equal chances for men and women; what counts is performance. In our team, people of different nations, religions and languages are working together on equal terms. Nobody suffers discrimination or violation of personal dignity for whichever reason.
- Everybody is seen as a valuable individual whose creativity and discernment are being stimulated and needed. Ideas and productive feedback, even if controversial, will be encouraged. Achievements will be acknowledged. Those who feel good about what they are doing are most likely to bring about best results.
- We allow people to show what they are able to do, and this might occasionally imply a certain degree of competition. Nevertheless, we discourage marking one's capacities at the cost of others and will always promote what strengthens our team spirit. The company's advantage is ranking higher than individual interests.
- Our staff is keeping knowledge and skills up to date and expanding them continually. The company backs up this constant learning process.
- Every employee is responsible for the clearly defined area entrusted to him or her. But no one is just a little wheel in the machinery. We enable people to understand the significance and purpose of their activity within the general context of the company's tasks.
- Our leading staff has competence to lead based on real capability, which their status will express but never substitute. Thus, they will not exercise a schematic hierarchism. They are to set an example for those they lead.
- Our staff is conscious of the importance and dignity of their work, attitude expressed by good order, discipline, time management and physical presentation. They know naturally that alcohol or drugs have no place on the job and will generally avoid any hazard to their physical or mental fitness.

- We value good manners including a positive language culture. No matter whether we deal with an important client or a minor supplier: We always cherish the principle of mutual respect, according to the rule: treat the other one the way you want him or her to treat you.
- Whoever works with us will always act according to valid rules and regulations, as well as ethically responsible. Nobody shall violate his or her conscience. In cases of ethical conflict, the company's next superior level shall be consulted.
- Our employees avoid activities, which would hamper adequate fulfilment of their professional tasks. We take for granted that they are also fit to manage personal resources responsibly.
- It is absolutely self-evident to our staff that confidential information, be it personal or concerning business, will not be passed on to unauthorized persons.

*Moving things
with us*

“Fair, honest and predictable”: this is how our partners as well as our competitors are perceiving us. It is the secret which lets Hanseatic Lloyd always make headway, whether sailing against the breeze or going through a lull. Technical and economical factors are changing faster all the time. Globalized competition is enormous. There is no movement without risks. But by observing them, facing them straight and acting accordingly, we can keep them calculable and thus minimized.

This, in concrete terms, means the following to us:

- Experienced chartering managers continually watch and analyse the market in depth and in detail.
- Our shipping company attains acceptable conditions in the acquisition of its vessels and keeps upfront finance expenses low.
- Our ships are of major quality and represent the precise answers to the ever-changing market demands. Thus, they return maximum charter rates. We do not offer bargains. Custom made quality has its price.
- We do not arrange prices with competitors.
- Our bookkeeping is absolutely transparent, honest and always up to date. The same applies for budgeting and tax planning.
- Hanseatic Lloyd is faithful to signed contracts as well as to national and international laws and regulations. We are speedy in converting promises into action. We do keep our commitments.
- We only work with trustworthy business partners who share our ethical stands.
- We do not spend money for illegal or illegitimate purposes. No bribes whatsoever will be offered or accepted.
- We only work and move in safe countries and regions.
- We take care to maintain the mobile and immobile properties in best conditions, and optimise their use.
- Company property will not be used for incompatible purposes.

*Acting responsibly
worldwide*

Our responsibility for human beings and for the environment is of utter importance to us in our worldwide enterprise.

This, in concrete terms, means the following to us:

- We respect the countries in which we are working, and act sensibly towards their customs and mentalities. We for our part are formed by the fundamental values of European western civilization, and we do expect the same respect from our international partners.
- By honestly paying taxes we contribute to the well being of societies.
- We support social projects, which do not lead to permanent dependence but rather help to develop conditions of equal chance for the disadvantaged.
- We do all we possibly can to preserve the environment. Doing so, we fulfil legal standards, which we consider minimum requirements. Together with others, we try to make them better.

We trust that steering our course by this credo compass we will advance and reach our destinations. Those who are underway with us should be able to read it. If the necessity to improve it becomes obvious it shall be done.

Hanseatic Lloyd
Group of companies