

July 31, 2015

High performance inducement services.
any port, any cargo.

Dear business partners and friends,

This July we launched *apac service* as a new business trademark for BBC Chartering. Continuing our journey to increase our commercial capability and focus, the heart of this customer-centric campaign is our offer to serve “any port, any cargo.”

As a customer of BBC Chartering, you make performance promises to your customers every day and we see ourselves as your partner. We make it our commitment to deliver with high performance and excellence, ensuring you are in a position to keep your promise to serve “any port, any cargo.” It makes us feel very proud to help you deliver your promise.

At BBC Chartering we value uprightness and care for any cargo challenge. As a customer you expect reliability in our people and operations, as well as efficiency in the day-to-day execution of your business. This represents the essence of what we strive to accomplish every day.

As you can see, our new *apac service* is more than just four letters. As a trademark, it conveys our heritage and culture of service at BBC Chartering. We are proud to introduce the industry’s first *high performance inducement service* for global project, breakbulk, and general cargo transportation. This will continue to translate into unparalleled service experiences and in being the best project shipping partner for you.

Sincerely,



Svend Andersen
Chief Executive Officer

www.bbc-chartering.com/apac