

MANAGEMENT PROFILE

Lars Reno Jakobsen Head of Network & Product



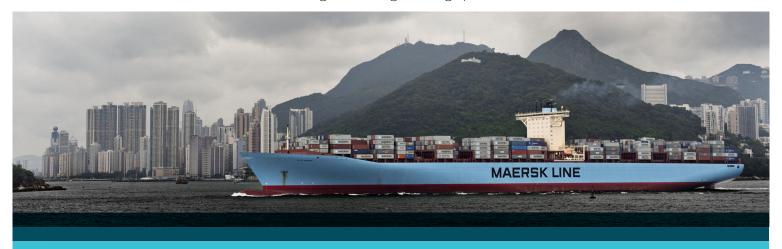
Lars Reno Jakobsen is Head of Network & Product for Maersk Line. He is responsible for the design and profitability of Maersk Line's network, strings and products, as well as pricing & contracting, market segmentation and yield optimisation.

Lars began his career within A.P. Moller - Maersk in 1977 as a trainee with Maersk Drilling in Copenhagen. From 1980, he would spend the next eight years gathering liner experience in Hamburg with Maersk Deutschland, as Marketing Project Manager in New York with Maersk Inc., and as Deputy Managing Director for Maersk Indonesia in Jakarta.

On returning to Copenhagen in 1988 to start up the Transatlantic Service, Lars was soon installed in senior management positions in the Far East, culminating in Managing Director positions in both Jakarta and Beijing. From there, Lars was to spend three years as Senior Vice President Liner Network for Maersk Inc. in the USA, before being relocated once more to Copenhagen with Senior Vice President positions in both Maersk Sealand and Maersk Line with a focus on the Africa Region.

From 2002, Lars was Maersk Line Chief Executive for the Africa Region based in Cape Town, before assuming his current role as Head of Network & Product and part of the Liner Management Board. Lars is also a member of the A.P. Moller - Maersk Group's Global Performance Management Team and holds, amongst others, the Harvard Business School recognition having completed its Advance Management Programme.

He is married to Karen with four children and his hobbies include all sports, fishing and reading autobiographies and historical novels.



About Maersk Line

Maersk Line is one of the leading liner shipping companies in the world and is part of the A.P. Moller - Maersk Group. With over 17,000 employees across 325 offices in more than 125 countries, Maersk Line has over 500 container vessels and more than 1,900,000 containers to ensure reliable and comprehensive worldwide coverage.

About streamLINE

streamLINE is the strategy to provide Maersk Line with the competitive advantages to win in the marketplace. The goal is to deliver highest reliability and quality customer service, as well as driving down operational cost. These are the focal points to guarantee Maersk Line an industry leading position today and in the future.