

Maersk Growth

Adding Value Beyond Capital



THE INVESTMENT BASICS

We offer savvy funds to entrepreneurs leveraging our deep industry knowledge and unique market position



Stage

Seed and series-A



Ticket size

0.5m to 5.0m USD



Geography

Europe & North America



HQ

Copenhagen, Denmark



Life cycle

Evergreen focusing on the long-term



Return

We look at more than financial gain



Investor role

We are an active hands-on investor



Terms

Attractive and transparent terms



OUR PURPOSE

Growth is the Corporate Venture arm of Maersk. We partner with, invest in, build future businesses




DEVELOP & LAUNCH NEW BUSINESSES

The outcome of all our efforts is to develop new business models and revenue streams, that can evolve into substantial new businesses for Maersk – either via investments, partnerships or Maersk-driven build-efforts



HOME FOR IDEAS

We have a major asset in our 80,000 colleagues and strong brand, and we want to leverage that through a structured process and platform that makes it easy for both intra- and entrepreneurs to bring forward ideas, and to enable an agile and focused execution on those ideas

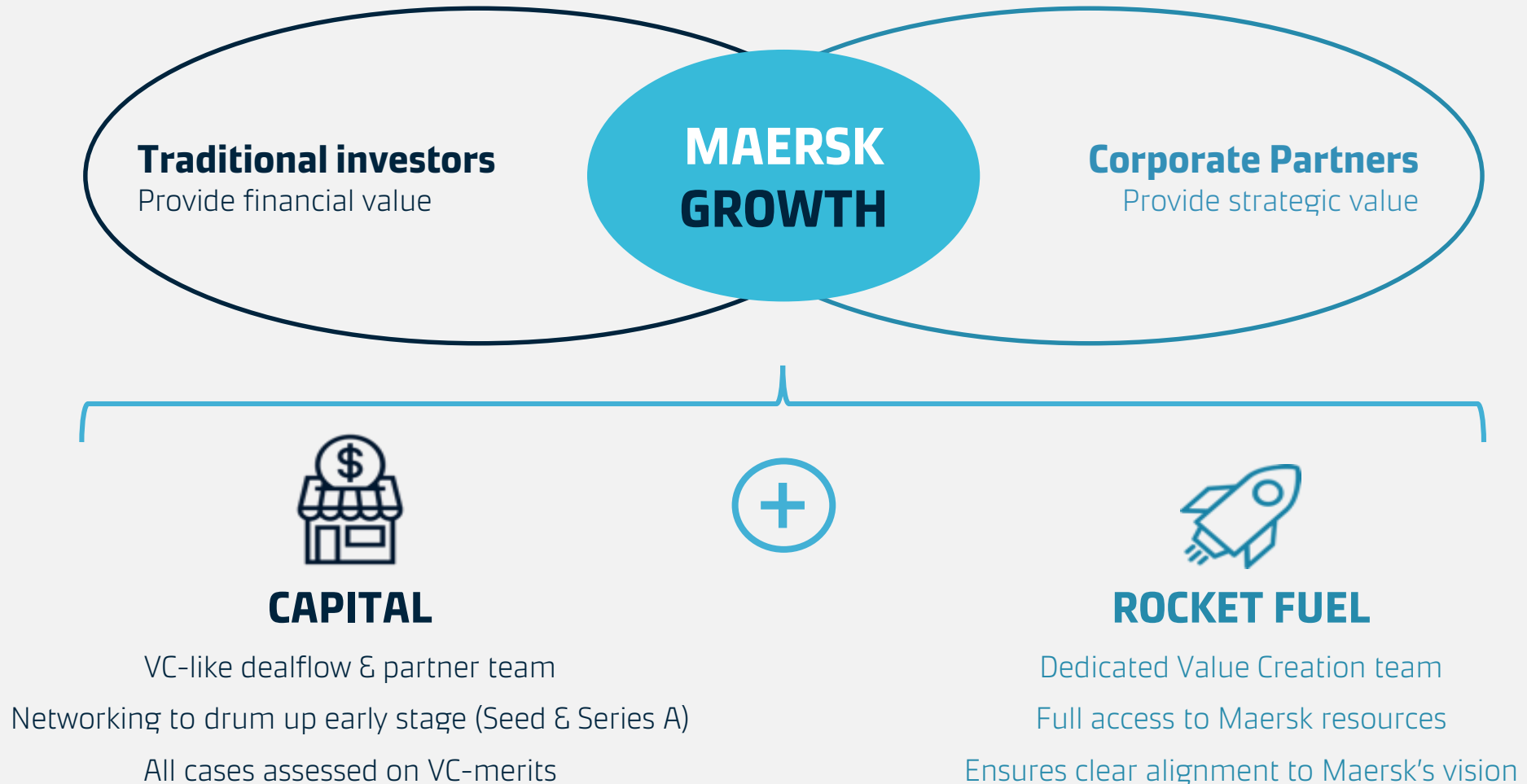


ENTREPRENEURIAL NEXUS

Through exploring new ways of working and collaborating with the start-up and venture ecosystems, we want to be part of reigniting the entrepreneurial spirit in Maersk and infuse the core strength of our business with more speed, agility and founder's mentality.

OUR TWO-PRONGED SETUP

We eliminate typical shortcomings on deal making and maximizing our “unfair advantage” from Maersk



The future of trade is Smart, Enabled and Sustainable

Our investment themes

Smart Logistics

The future of logistics is digital, flexible, transparent, and convenient. We invest in ventures that use technology and new business models to enhance the global flow of goods.

Enabled Trade

SMBs¹ face barriers to trade through supply chain complexity, information disadvantages, and lack of financing. We invest in ventures that remove barriers to global trade

Sustainable Supply Chain

Sustainability is a joint societal objective and logistics has a large part to play in reducing supply chain waste and emissions. We invest in startup with a clear sustainability impact.

OUR PROPRIETARY GIFT

Our unique access to Maersk materializes in our core offering - the "Maersk Growth **ABCDE**"

ASSETS



Leverage our **large asset base** and state-of-art **platforms**

BRAND



Leverage the power of our **global presence and reach** of our brand

CUSTOMERS



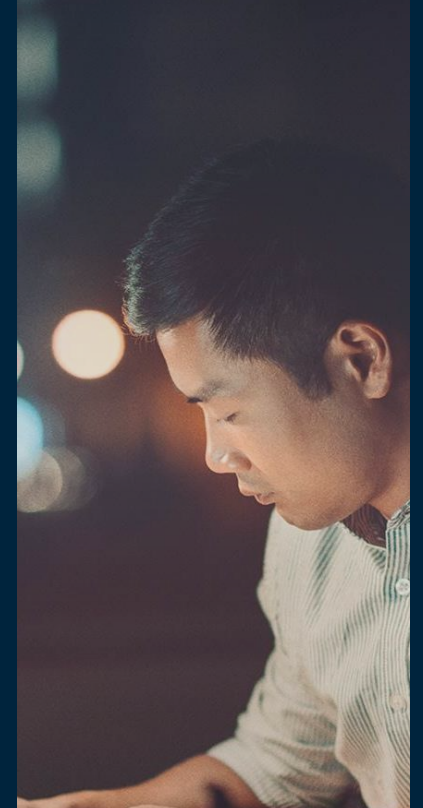
Access our global **+100,000 customer base and volumes**

DATA



Get access to our **detailed data covering 20% of global trade**

EXPERTISE



Tap into our deep **industry expertise** across our **~80,000 employees**

OUR PROPRIETARY GIFT

Our unique access to Maersk materializes in our core offering - the "Maersk Growth **ABCDE**"

Select examples

ASSETS

Product Development



Co-development of a new commercial trucking product sold by Maersk and executed by Loadsmart as well as a shared marketing launch.

Product White-label



Co-development and launch of a white-labeled version of Zigzag's e-commerce returns product to be sold as a Maersk product globally.

BRAND

PR & Commercial



Collaborative announcement of the investment and partnership with Maersk to accelerate the growth of Onomondo as well as a coordinated effort to tap into commercial opportunities.

Investment Announcement



Joint and coordinated marketing push at the time of investment including sharing of news on Maersk channels and borrowing a branded container.

CUSTOMERS

Commercial Support



Joint development on Maersk.com and support entering the Indian and Chinese markets through Maersk re-financing, introductions and a joint PR campaign.

Lead Generation



Appointment of Maersk's German country head to the board to facilitate smooth execution on the development of a joint customer proposition and future pipeline opportunities.

DATA

API Integration



Live data through an API on equipment and pricing to build a trading model and tap into the Maersk empty network. Maersk support to setup technology infrastructure.

Risk Product



Scoping opportunities with product teams to assess Maersk trade data and knowledge to improve the digital risk assessment on insurance and finance products.

EXPERTISE

Strategic Partnerships















Strategic partnerships established and accelerated through key relationship, support and facilitation through Maersk. Includes Microsoft, Oracle, Telia Ventures and more.

Sales Expertise






Best practice processes and expert sessions executed with tender, marketing and sales experts from across Maersk.





BUILDING THE FUTURE OF TRADE & LOGISTICS WITH AI

<p>The Digital Freight Forwarder across Air & Sea</p> 	<p>Instant Booking of Trucks</p> 	<p>Battery-free Bluetooth Tags</p> 
<p>Global Returns Logistics Management</p> 	<p>Food Transport Booking Platform</p> 	<p>Cellular Connectivity for IoT</p> 
<p>Logistics-as-a-Service for Fashion Brands</p> 	<p>Digital road freight broker</p> 	<p>Real-Time Cargo Data from Trucks</p> 
<p>Micro Fulfillment-as-a-Service</p> 	<p>Connect Demand directly to Production</p> 	<p>Humanistic AI for self-driving Vehicles</p> 

SMART LOGISTICS

<p>Digital Trade Finance for SMEs</p> 
<p>Digital Documentation for Global Trade</p> 
<p>Democratizing Fashion</p> 

ENABLED TRADE

<p>Blockchain of Food</p> 	<p>Wireless Grain Monitoring</p> 
<p>Management of unsold Inventory</p> 	<p>Replenishment in the Fresh Food Supply Chain</p> 
<p>Natural Preservation to increase Shelf Life</p> 	<p>Plant-derived Shelf Life Extension for fresh Produce</p> 
<p>Containerized Commodity trading</p> 	

SUSTAINABLE SUPPLY CHAIN

AI use cases in Logistics

- Logistics
 - Route Optimization
 - Price predictability
- Procurement analytics
- Warehousing
 - Predictability arrival times
 - Robots – Pick and Pack
- Autonomous Vehicles
- Vessels
 - Fuel optimization
- Large Machinery
 - Mining - Tires

Maersk Growth

The Venture Arm of
A.P. Moller Maersk

Jeppe Høier
Investment Partner
Jeppe.Hoier@Maersk.com

