



# This section focus on standardisation and digitalisation

### Standardisation ...

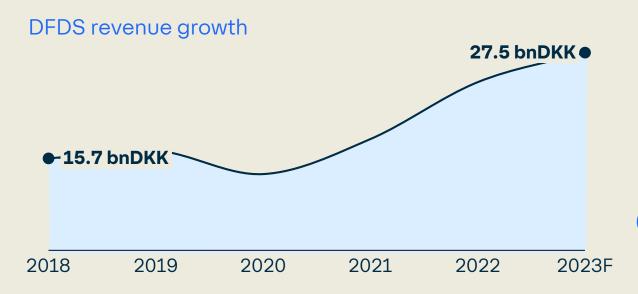
... is key enabler for digitalisation through ensuring that we can **automate and scale** digital solutions across DFDS – and will play a key role for digitalisation going forward

# Digitalisation ...

... can support the **prioritisation of the key standardisation efforts**, based on the high-potential areas that needs to be digitalised

# Growth significantly increases the need to standardise and simplify

### DFDS has grown in size and complexity...



#### Key events

Regulatory & growth activities (e.g., new routes, Brexit, COVID)

M&A integration activities

# ... making standardisation key ingredient to achieve benefits at scale



**Commercial standardisation** across DFDS (e.g., customer service)



Standardise of our **operations** (e.g., terminals, planning)



**Back-office** standardisation (e.g., HR, ERP system, legal entities)



With clear expected impact on our organisation



Realise benefits at scale

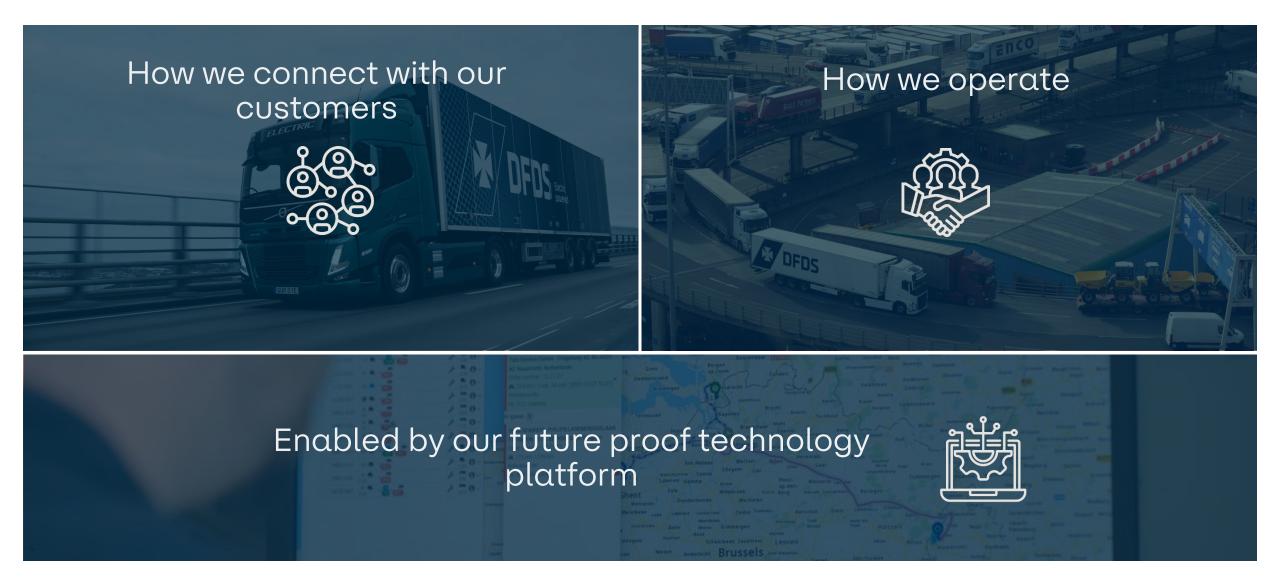


Transparency to enable data driven decisions



Accelerate automation

# Digitise to transform how we connect with customers and how we operate



# We digitise how we connect with our customers to increase value of every touchpoint

# Easy self-service

# MyFreight





# Transparency

## DFDS Direct & tracking









DFDS Mobile apps





#### OnTrack





Packaging solutions





# We digitise the way we operate to increase efficiency, safety and reduce emission

# Terminal Operations

Digital solutions & automation



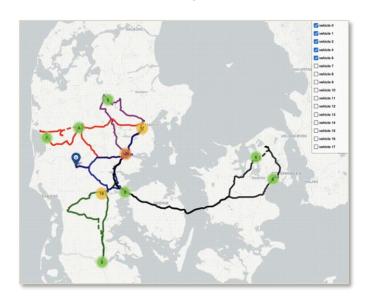


Automatic gates



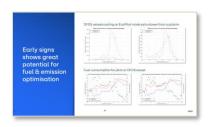


Daily Planning
Assisted planning



### **Predictions**

Predict optimal speed over water

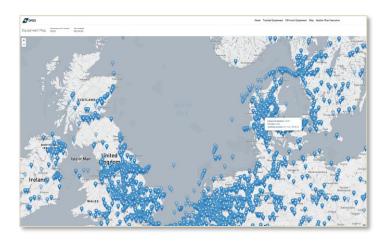


Predict overbooking for RoPax vessels

Loading report									Hazardous (RU)
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	200MSN	200MSN	0,0	0	N	N	N	10	
	2348VX	2348VX	0.0	0	N	N	N	10	
	391RVG	391RVG	0,0	0	N	N	N	10	
	524MRS	524MRS	0.0	0	N	N	N	10	
	700HEM	700HEM	0.0	0	N	N	N	10	
	085415	085415	0,0	0	N	N	N	7	
	207704	207704	0.0	0	N	N	N	10	
	527304	527304	0.0	0	N	N	N	9	
R/T			0.0	0	N	N	N	25	₩ EUR

# ... enabled by our technology platforms that increase efficiency, connects us to our customers and enable data-driven decisions

#### Data Foundation



• ~130m daily events consumed digitally

# Modular Ecosystem



Faster time to market and adoption of new technologies.



Connect with customers, partners and marketplaces.

# Q&A

