

A dynamic background image featuring multiple water splashes of varying sizes and directions against a blue gradient. The splashes are captured in mid-air, creating a sense of movement and freshness. The water droplets are clear and glistening, reflecting light.

# Serenity

by **CMA CGM**

## CARING BEYOND SHIPPING

**SHIPPING THE FUTURE\***



**Serenity:** absence of mental stress, anxiety.  
No bad surprise, no risk, no disturbance.



**Container shipping is one of the most reliable and efficient transportation mode.**

**It has become key for every business.**

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Sales Presentation  
December 14th, 2017



**However shipping is a sophisticated world.**

**Navigate in this complex environment requires time, energy, resources and expertise.**

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**What if you did not have to suffer from the loss or damage to your cargo anymore?**

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**Why should your business be impacted by a natural disaster?**

CMA CGM invents

# Serenity

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by **CMA CGM**

No matter what happens, your business will be preserved.

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# WHAT IS CMA CGM SERENITY?

SERENITY is a new concept that will totally change your shipping experience. Container shipping will never be the same.

Extended conditions for our clients, allowing them to experience a top-level service in their logistics chain.



# SERENITY BY CMA CGM : A RANGE OF SOLUTIONS TO BE PROGRESSIVELY UNVEILED



*Cargo Value  
Serenity*

*Product 2*

*Product 3*

*Product ...*














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# CARGO VALUE SERENITY

*In case of loss or damage to his cargo during transit, we compensate the client up to the full secured cargo value.*

- › No more endless legal dispute and procedure.
  - › No more limitation (scope and level of compensation)
  - › No more negative commercial impacts with our clients.
- The goods have been damaged ?
  - The cause of damage falls under **Cargo Value Serenity** scope?

Then, clients will get their compensation !

WITH A STANDARD B/L		WITH CMA CGM SERENITY
 <span style="margin-left: 300px;"></span>		
<b>ACCIDENT, VARIATION OF TEMPERATURE, GOODS STOLEN</b>		
Limited compensation from the carrier Or No compensation	      	Full compensation from CMA CGM
<b>GENERAL AVERAGE</b>		
GA contribution supported by the client		GA contribution supported by CMA CGM
<b>ACT OF GOD – NATURAL DISASTER</b>		
No compensation from the carrier	  	Full compensation from CMA CGM

# CARGO VALUE SERENITY – Quotation process

## Step 1

CMA CGM Agent proposes CMA CGM Serenity to its client.

## Step 2

Client **subscribes** to the Serenity service

CMA CGM agent inserts and invoices CMA CGM Serenity.

## Step 3

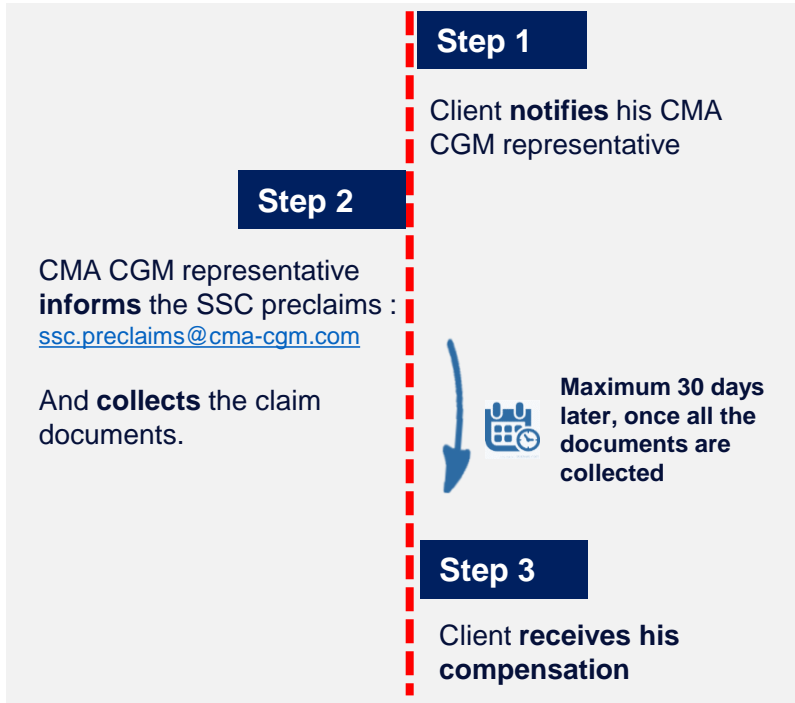
Client receives his **invoice**, including CMA CGM Serenity.

## Cargo Value Serenity is easy to apply:

- At quotation stage
- At booking confirmation stage
- At B/L edition stage

CMA CGM Terms & Conditions are available on CMA CGM website.

# CARGO VALUE SERENITY – Compensation process



- **Simple:** only a few documents to submit (BL, Commercial invoice, Letter of protest)
- **Fast:** a full reimbursement within 30 days

# CARGO VALUE SERENITY – Price grid

<b>PRICE</b> Per container	<b>COMPENSATION UP TO</b> Per container
49 USD	25,000 USD
99 USD	50,000 USD
199 USD	100,000 USD
Tailor made compensation upon request	

Charge code : INS05

# Serenity

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by **CMA CGM**

**Visit our website**

[www.cma-cgm.com/products-services/serenity](http://www.cma-cgm.com/products-services/serenity)

A large cargo ship is seen from a high angle, sailing on the dark blue ocean. The sun is setting on the horizon, creating a bright, golden glow that reflects on the water's surface. The sky is a mix of blue and orange, with some light clouds. The ship is a dark silhouette against the lighter water.

SHIPPING  
THE FUTURE

