

Serenity 



**CARING
BEYOND SHIPPING**



SHIPPING THE FUTURE

ABOUT CMA CGM

CMA CGM, headed by Rodolphe Saadé, is a worldwide leading shipping and logistics group, offering turn key adapted solutions.

Employing over 110,000 staff members worldwide, the Group is present on all five continents through its 755 offices, in more than 160 countries, serving 420 ports with a fleet of 509 vessels.

Since its creation, CMA CGM's goal is to constantly reinvent shipping, by always looking for better solutions, while respecting the environment.



CARING BEYOND SHIPPING

CMA CGM Group's strategy rests on 'Shipping The Future', with the customer at the heart of this thinking.

Our philosophy is to make the customer's journey with us, beyond seamless. Our customer centric philosophy is guided by a powerful principle that we call 'Caring Beyond Shipping'.

This means we understand better our clients, listen to them more, anticipate their needs and improve their overall experience with us. We do so by delivering unmatched quality and value through consistent, innovative, rewarding and customized business growth solutions.



CMA CGM is committed to providing its customers with services of the highest quality and to handling valuable products most efficiently.

In addition to container shipping, CMA CGM presents a set of new products and services: **Serenity**, aimed at offering simpler, faster and customized solutions to secure your business and to allow you to manage your logistic chain risk in a shorter time and at a lower cost.

ALL YOU NEED IS... SERENITY

Thanks to the Serenity product range, companies who entrust their cargo to CMA CGM benefit from extended conditions to reach and go beyond their expectations. With this innovation, CMA CGM is able to bring you a total peace of mind through innovative services, even in the case of unexpected incidents.

WHY SUBSCRIBE TO SERENITY

Container shipping is one of the most reliable and efficient transportation modes that has become critical to global business. However, shipping can be complex, ruled by procedures, and uncontrollable events can create significant risks.

Navigating this complex world requires time, energy, resources and expertise.

CMA CGM will not just carry your goods to final destination, but will also protect your business and cash flow. We will take care of everything when you need it most.

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



SERENITY, THE GAME CHANGER

Serenity goes beyond the usual constraints defined by international regulations. It's a new approach to container shipping.

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

The cargo that you entrust to CMA CGM is vital for your business. We believe it is not fair for you to lose everything if anything happens to your cargo.

Why should your compensation be defined only by the BL's terms and conditions?

With a standard B/L, a carrier legally limits the events and the amount of compensation in case of damages to your goods. Therefore there are many instances where you may not be fully compensated. Let's think beyond the rules and the limit of compensation.

Why should uncertainty weigh down your business?

In case of an incident with your cargo, you will have to go through a long and costly process to determine the responsibilities of the different parties involved with no guarantee of the final outcome. Your business cannot live with uncertainty.

Why should your business be impacted by a natural disaster?

No transport party can be held responsible for Act of God like hurricane, fire, and earthquake. There is no worst answer than: "This is nobody's fault".

How about turning every step of the shipping process into a peaceful experience?

We understand the value of peace of mind when it comes to your business. Let's look after our great relationship. Let's focus on your business together. Serenity is a range of new solutions to support your business.



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