

## Pressrelease

February 1, 2001

# Maersk Sealand signs framework contract with FRAMFAB

**Maersk Sealand, the largest ocean carrier in the world, has signed a framework contract with the international Internet consultancy company FRAMFAB.**

FRAMFAB is to support Maersk Sealand on a range of Internet related activities. The focus will be on user centred design. The first fruit of the long term collaboration was launched January 27<sup>th</sup> with the new design and structure of the [www.maersksealand.com](http://www.maersksealand.com) website.

"FRAMFAB have met with all our requirements during our effort to make our website the most usable for our customers. Their leading capability on usability and their ability to work closely together with us in a highly professional manner, make them a strong partner in our continued Internet services development" says Thomas Eskesen, Director of E-commerce in Maersk Sealand.

Kjell Björn Rønning, CEO of FRAMFAB Denmark, says that being allowed to serve Maersk Sealand makes him and the rest of FRAMFAB very proud.

"The Maersk brand represents the most well esteemed companies in Denmark, reputed for running a top professional global business, proven to be sustainable through a long history. Creating value in Maersk Sealand's digital business is therefore a task we will perform with the highest degree of professionalism", says Kjell Björn Rønning.

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Maersk Sealand is a division of the A. P. Moller Group headquartered in Copenhagen, Denmark. A leading provider of containerised transport solutions with 325 own offices over 100 countries, Maersk Sealand operates more than 250 container vessels and 1.2 million containers. Maersk Sealand also operates its own feeder vessels, trucks and dedicated trains to offer customers comprehensive door-to-door services.

Framfab is a global Internet services company whose mission is to create new business for the network economy through strategic consulting and digital services. Framfab differs from other influential players by creating added value for its customers with separate business divisions that compliment the core offering of the Internet services company. These divisions are Hosting, IT Consulting and Integration, Software and Framfab Labs for Research & Development. Framfab currently runs operations in Austria, Bulgaria, Denmark, France, Italy, the Netherlands, Norway, Switzerland, Spain, UK, Sweden, Germany and the US.

Many well-recognised global companies work with Framfab: 3M, AstraZeneca, AXA, Bosch, Carlsberg, Electrolux, France Telecom, IKEA, International Red Cross, Gore-Tex, Groupe Pernod Ricard, Kelloggs, Packard-Bell, Nike Europe, SAAB, SAS, Viag Interkom, Volvo. Framfab is listed on the OM Stockholm Exchange's Attract 40 List (ticker FTID).

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