



## **DP WORLD REBRANDS MARINE TERMINAL BUSINESS**

### **RETAINS P&O BRAND FOR REST OF P&O PORTFOLIO**

**Dubai 17 October 2006:** - DP World is to rebrand P&O Ports and update the branding of the rest of its marine terminal business to underline its global network and connection with local communities.

The P&O Ports business was acquired when DP World purchased P&O Group in March this year.

**Jamal Majid Bin Thaniah, Group CEO of Ports & Freezone World (P&F World), who oversees DP World and the other P&O branded businesses, said:**

"The decision to rebrand the terminals was taken by the Board after an independent brand audit amongst customers, partners and employees. The rebranding will take place in all wholly-owned marine terminals and also joint venture terminals where appropriate.

"P&O Ferries, P&O Ferrymasters, P&O Maritime Services and P&O Estates brands will continue as before."

The terminals will be branded to reflect their geographical location. The corporate DP World identity remains unchanged. (See attached illustration).

**Mohammed Sharaf, CEO of DP World said:**

"Our aim has always been to build one integrated marine terminal organisation that will excel in the service it provides to customers worldwide. The brand review told us that the organisation should operate under a single brand, and our customers and employees were extremely positive about DP World, with its strong reputation for service and quality, being the right brand to take us forward in the future.

"At the same time, the P&O brand has a venerable history and strong links with the ocean-going industry. It is therefore highly appropriate that the P&O brand remains particularly with those businesses associated with the sea and services centred around vessels."

The rebranding will begin to be rolled out immediately, and will be completed by end of March 2007.

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**DP World** is one of the largest marine terminal operators in the world and has the widest network of any, with 51 terminals spanning 24 countries and five continents. It provides quality services designed to enhance customers' supply chain efficiency, including bringing together container and other terminals, free zones, logistics facilities, infrastructure developments and consultancy service where these services add value for customers.

DP World invests in the infrastructure, facilities and people at its operations to further enhance the customer's experience and satisfaction, and increase trade. It also invests ahead of demand, working closely with customers and business partners to ensure capacity and services are in place when customers need them.

In taking this customer-centric approach, DP World is building on the relationships with customers and superior level of service established at its flagship operation in Dubai, Port Rashid and Jebel Ali, which has been voted "Best Seaport in the Middle East" for 12 consecutive years.

DP World's international achievements were recognised in 2006 when DP World won Lloyd's List's prestigious Port Operator of the Year Award.

In 2006, DP World acquired P&O, including P&O Ports. The combined throughput of both companies for 2005 was more than 36 million TEU (twenty-foot equivalent container units) across ports from the Americas to Asia.

Today, DP World has a global capacity of more than 50 million TEU and a dedicated, experienced and professional team of 34,000 people providing services in some of the most dynamic economies in the world. Significant expansion is underway in key markets around the world, including in India, China and the Middle East.

# DP WORLD BRAND FRAMEWORK

## Global Masterbrand



**DP WORLD**

## Global family of DP World terminal identities

Examples:



**DP WORLD**  
Vancouver



**DP WORLD**  
Nhava Sheva



**DP WORLD**  
Melbourne



**DP WORLD**  
Constanta