

# Moving Forward together

Our course towards 2030



**Unique  
family**



**Customer  
excellence**



**Driven  
by passion**



**Safety,  
sustainability**

**Core values**

MF Shipping Group



Mission

**Driving change to realise sustainable future focused ship management - caring for people and environment - moving vessels and cargo all over the world**

Vision

**Moving forward as a leading partner in safe and sustainable ship management**

Promise

**We believe standing still is moving backward. Persistently seizing opportunities, creating optimal solutions to the challenges around us, always a step ahead.**

# Three strategic pillars

## Our People, our Culture



## Safe and Sustainability



## Digital Driven



### Commitments

- Fostering a safe and inclusive workplace
- Maintaining high levels of employee satisfaction and retention
- Delivering value to our partners by anticipating their needs
- Continuously improve safety standards and reduce environmental impact
- Aiming for zero incidents, harassment, and complaints
- Ensuring compliance with applicable international laws and regulations



## Our People, our Culture

At MF Shipping Group, our more than 1,200 employees are at the heart of everything we do, whether they're working at sea or in the office.

Our aim is simple: to ensure the wellbeing of our employees, to encourage them to stay with us for the long term and to focus on securing their future employability.

## Safe and Sustainable

Our focus is firmly set on creating a safer and more sustainable maritime world for the benefit of people and the planet.

Our journey to sustainability is built on strategic pillars that serve as the foundation for all our efforts. By embracing these pillars, we are actively contributing to a number of Sustainable Development Goals (SDGs) outlined by the United Nations.

## Digital Driven

With a strategic focus on digitalisation, we are driving ourselves to higher levels of safety, sustainability and operational efficiency.

By unlocking the ability to measure, understand and continuously improve our operations through digitalisation, we are empowering ourselves to manage our vessels with greater efficiency and effectiveness.