

July 2024

Dear Customers/Partners,

Unveiling PIL's Refreshed Brand

Today, we are pleased to introduce PIL's new Purpose - "**Putting customers first, by leveraging expertise and technology to provide efficient and sustainable solutions**".

This new Purpose speaks to our continued commitment to prioritise the needs of our customers, by driving valuable connections for them and going the extra mile to meet their demands. It also highlights our objectives to deliver efficient and sustainable solutions, today and for the future.

To realise our Purpose, we have developed a set of refreshed Values:

- ***People-Centric*** - People are at the heart of PIL. We care and respect our colleagues, customers, partners and other stakeholders, and are committed to ensuring their well-being, anchored on integrity, fairness and trust.
- ***Pushing Boundaries*** - We challenge the status quo, think out of the box and encourage innovative new ideas. This drives us to constantly improve the way we do things at PIL, to provide better and cleaner solutions for our customers.
- ***Future-Focused*** - We act now to drive a sustainable future. We work with our stakeholders to minimise our impact on the environment and uplift communities wherever we operate.

Encapsulating the Purpose and Values is our refreshed logo, which has been modernised with three waves representing our three values. The refreshed logo embodies both tradition and transformation. It is a reflection of our determination to excel and our resilience in riding the waves.



Find out more about our refreshed brand through our revamped PIL website – www.pilship.com and download our Culture Playbook there.

Our thanks to all customers, partners, and colleagues for your continued support as we work together to grow PIL from strength to strength.

Yours sincerely,

S.S. Teo
Executive Chairman

Lars Kastrup
Chief Executive Officer