

# ACCIONA Logistics & Transport Services

The Company worked hard to improve and adapt its offer to customer needs in 2012.

## ACCIONA TRASMEDITERRANEA

This ACCIONA division provides sustainable mobility solutions for sea transport. ACCIONA Trasmediterranea managed its own fleet of 18 ships and 5 chartered ships at different periods throughout the year.

The ships sailed a total of 1,040,161 nautical miles, and transported 2,496,489 passengers, 594,502 vehicles and 5,083,858 linear meters of cargo. The number of passengers fell by 5.6% and vehicles by 4.3% as a result of the decline in activity on the Strait of Gibraltar routes. Transportation of cargo decreased by 5.18% in linear meters, owing mainly to lower cargo levels in the Balearic and Canary

Islands, attributable to the reduction in capacity offered by ACCIONA Trasmediterranea.

The Barcelona ferry terminal handled 1,765 calls (of which 1,009 were by other shipping companies), 746,021 passengers and 208,676 vehicles. ACCIONA Trasmediterranea's Valencia terminal handled 729 calls, of which 193 were cruise ships, and it acted as ship's broker for 53. It also served 631,410 passengers, 461,444 of whom were cruise ship passengers, and 47,687 vehicles.

Milestones in 2012 included the following events:

- Ignacio Aguilera joined ACCIONA Trasmediterranea on 1 March as its General Manager, bringing his extensive experience in consumer goods, finance and tourism.
- The Cruise Ship Unit, which was created in August and reports to the Sales Department, will reinforce the Company's activity in the Valencia port with a view to expanding to other areas. The Cruise Ship Unit served 30% more customers in 2012 due to stopovers of smaller vessels in Valencia.
- On 27 November, the Company extended (until 2017) its agreement with Coplaca to

transport all banana production by sea to mainland Spain and the Balearic Islands. The agreement was signed by Javier González-Palenzuela, General Manager of Coplaca and Chairman of Arc Eurobanan, and Ignacio Aguilera, General Manager of ACCIONA Trasmediterranea.

- During the year, the hulls of four vessels (Santa Cruz de Tenerife, Fortuny, Zurbarán and Juan J. Sister) were painted with very low friction paints. This is expected to reduce the vessels' CO<sub>2</sub> emissions by more than 10,000 metric tons per year and provide average fuel savings of around 5%.

#### Other events during the year

- On 30 March, the sustainable cargo ship project, which is headed by ACCIONA Trasmediterranea, was presented at a Spanish Maritime Cluster event at the Madrid School of Naval Engineers. The EU-CargoExpress R&D and Innovation project, part of the EU's Seventh Framework Programme, includes twelve partners from five countries representing technical universities and centers, standards bodies, shipping companies, ports and shipyards.
- In cooperation with Air Europa, the Company offered 2,000 plane+ferry tickets between the Canary Islands and mainland Spain between 18 June and 10

September, for passengers to travel by plane and have their car ferried to Cádiz.

- The routes between mainland Spain and the Canary Islands were optimized in May to adapt to cargo demand. The José María Entrecanales vessel began sailing directly between Cádiz, Las Palmas de Gran Canaria and Santa Cruz de Tenerife. ACCIONA Trasmediterranea provides cargo transport to Lanzarote and Fuerteventura on a ferry with weekly sailings from Cádiz.
- The Company's General Manager, Ignacio Aguilera, met with the Málaga Port and Naval authorities on board the Juan J.

In 2012, ACCIONA Trasmediterranea transported **2,496,489 passengers**, **594,502 vehicles** and **5,083,858 linear meters of cargo**

## During "Operation Strait of Gibraltar", 10 vessels were used to boost connections with Ceuta, Melilla, Morocco and Algeria

Sister on 17 May, prior to the start of "Operation Strait of Gibraltar". Mr Aguilera visited the crew working the Algeciras-Ceuta line on 23 May. The Company added connections across the Strait of Gibraltar in summer, using a fleet of 10 ships to travel to Ceuta, Melilla, Morocco and Algeria. It also increased connections to Morocco and Algeria between late October and the first week of November, on the occasion of the Muslim Great Festival.

- The Company operated a daily high-speed ferry between Valencia and Ibiza (San Antonio) between 15 June and mid-September. It teamed up with Avanza to

offer a combined bus+fast ferry service between Madrid, Valencia Port and Ibiza.

- In August, ACCIONA Trasmediterranea and Alsa joined forces to offer a combined road+ferry service, serving the following routes and destinations: the Silver Route to Málaga, the Mediterranean Corridor and Algeciras, Madrid and Zaragoza to Barcelona, and the Balearic Islands, Ceuta, Melilla and Tangier.
- In November, a telematic system developed by Spain's Infrastructure Ministry was implemented at all offices to expedite ticket issuance and boarding by passengers in the Balearic and Canary

Islands, Ceuta and Melilla who are entitled to subsidized fares.

Major events in the Cruise Ship Unit included:

- On 15 April, the unit served the largest cruise ship ever to call at Valencia: Royal Caribbean's Liberty of the Seas, which has capacity for 4,370 passengers.
- In April, the Company began serving Intercruises, a leading cruise operator, as ship's broker.
- September 9 was the busiest day of the cruise season, and ACCIONA

Trasmediterranea's Cruise Ship Unit handled 10,000 passengers on three ships: Queen Mary Two, Adventure of the Seas and Pacific Coast.

In January, ACCIONA Trasmediterranea participated in Fitur, in the Ceuta and Melilla pavilions. During the trade fair, the Company renewed the agreement with Melilla for non-resident Melilla natives and family members of residents, and designed packages for tour operators with ferry service and hotel accommodation in the city.

Also at Fitur, the Company signed an agreement to sell ACCIONA

Trasmediterranea's entire offer on Transhotel's online platform, TOR System Advanced.

The Company participated with Turespaña in the main international tourism fairs: ITB Berlin (March), Cruise Shipping Miami (March), and World Travel Market in London (November).

In addition to special discounts for residents, the Company also rolled out a loyalty campaign, called "La Ruta del Tesoro" (The Treasure Trail), on the Algeciras-Ceuta route. Other activities included a raffle with 10,000 participants, with prizes being presented by Karim Bulaix, President

of Ceuta's Chamber of Commerce. The Company also implemented the "4+1" initiative, rewarding frequent travellers and offering special deals to passengers with vehicles.

It also implemented marketing campaigns in cooperation with various partners, in the areas of distribution (Avasa, Viajes El Corte Inglés, Nautalia, Halcón Viajes, Grupo GEA, Team Group), customer loyalty (La Caixa's "Puntos Estrella" programme) and onboard entertainment (Coca-Cola).

The Company offered new products in the Balearic Islands: low-season Getaways aimed at families and couples, and bachelor

parties; onboard services such as dining offers; and a new line of products created by Kukuxumusu.

On 8 June, the Company participated in the 7th edition of the Barcelona Bike Show to promote its offer of free bicycle transport on all of its ships and its summer campaign

**The Company participated in its first tourism fairs: Fitur in Madrid, ITB Berlin, and World Travel Market in London**



with 50,000 spots per week for passengers on the Balearic Island lines.

At the end of September, one larger ferry was added on the Barcelona-Mahón (Minorca) route to transport fans and participants in the "Extreme Man 113" triathlon.

On 28 November, a model of the Juan J. Sister was used to show the similarity between the bow of a ship with the beak of a recently-discovered dinosaur fossil, presented by the Teruel-Dinópolis Palaeontology Foundation.

### **ACCIONA LOGISTICS**

ACCIONA Logistics has its own refurbished fleet of 1,434 trailers, 1,182 containers (20', 40' and 45' HCPW), 15 warehouses spanning over 300,000 m<sup>2</sup>, 275,000 m<sup>3</sup> of temperature-controlled facilities, and its own dockside space measuring 600,000 m<sup>2</sup>.

On 27 November, the Company extended its agreement to transport Coplaca products until 2017, along with other cooperative operators. The agreement was signed, at the same time as the shipping deal with ACCIONA Trasmediterranea, by Carlos Gómez, Manager of ACCIONA Logistics, and Javier González-Palenzuela, Chairman of Arc Eurobanan.

One of the division's main clients, Europastry, increased its storage activity at the new warehouse in Dos Hermanas (Seville) with facilities for frozen, refrigerated and dry goods. From that platform, ACCIONA Logistics offers logistics and distribution services for Andalusia, the Canary Islands, Ceuta, Melilla and Morocco.

It also added two new clients: Igasa, in the Lluçmajor (Majorca) warehouse, and El Pozo, for transport and distribution in Majorca. The Las Palmas de Gran Canaria warehouse also added new facilities.

The Company renewed the agreement with the Food Bank to prepare and store goods in Lluçmajor.

ACCIONA Logistics  
**extended** major transport and  
storage contracts and **added**  
new clients

