



Investor Presentation

November 2024

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Yojee at a Glance



Shares on issue
275,085,143
at 15 Nov 2024



Market Cap
\$25m
at 15 Nov 2024 (@\$0.09)

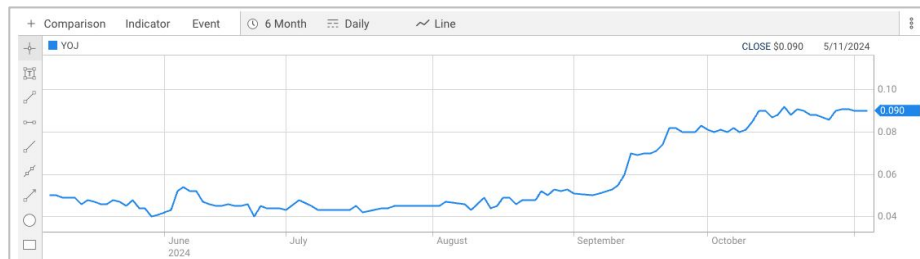


Cash in Bank
\$3.522m
at 30 Sept 2024

60.00%
Top 20 Holders



40.00%
Others



BOARD

Shannon Robinson
Non Executive Chair

Davide Bosio
Non Executive Director

Mark Connell
Director

New Yojee Leadership Team

Mark has over 25 years of experience in technology and logistics globally, a strong background in engineering, sales, marketing, and product and project management, and a proven track record with companies such as Mainfreight and WiseTech Global.



Mark Connell
Chief Executive Officer



Shane D'Aprile
Chief Revenue Officer

Shane has 25 years of extensive experience in operations, sales, change management, and leadership roles within the Asia Pacific logistics sector. Shane previously worked for WiseTech Global and successfully founded Orange Lime Consulting.



Sean Tan
Senior VP, Technology



Alex van Kampen
Director of Product & Customer

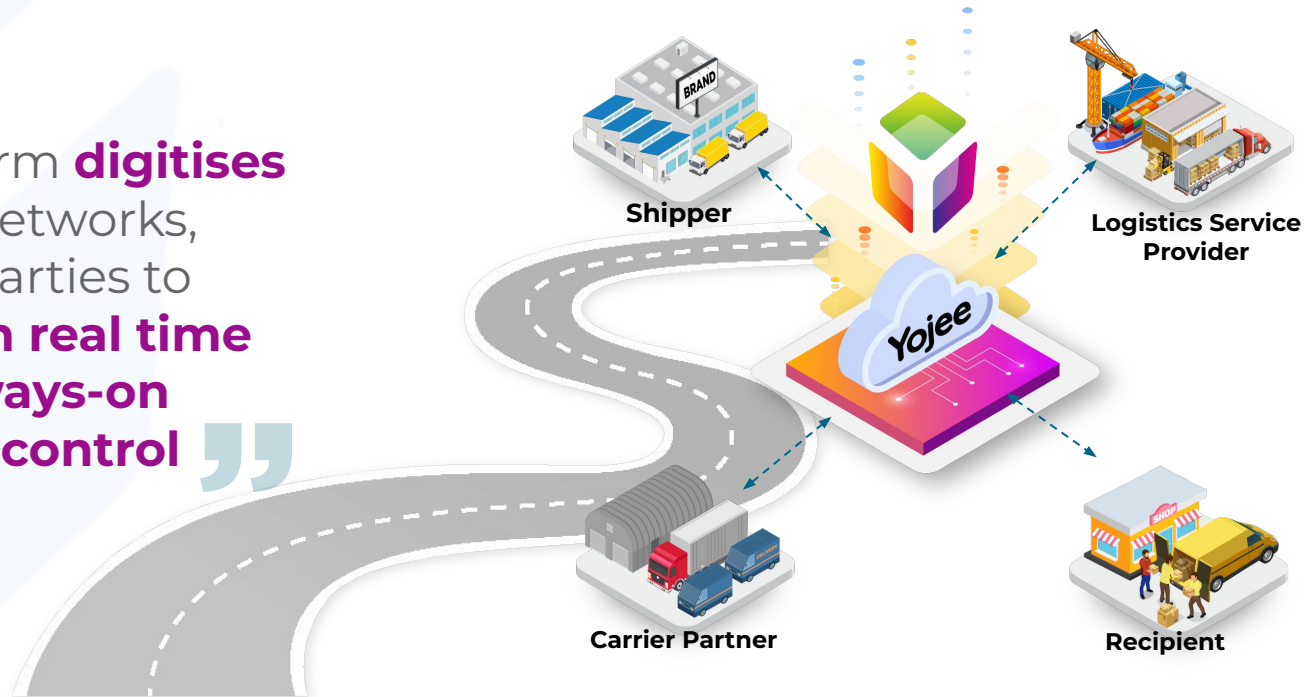


Fiona Giam
Demand Generation Manager

The Yojee TCMS Difference

Yojee's Transport Carrier Management System (TCMS) integrates into core business systems and provides the land freight network with the tools to replace emails, spreadsheets, phone calls and text messages.

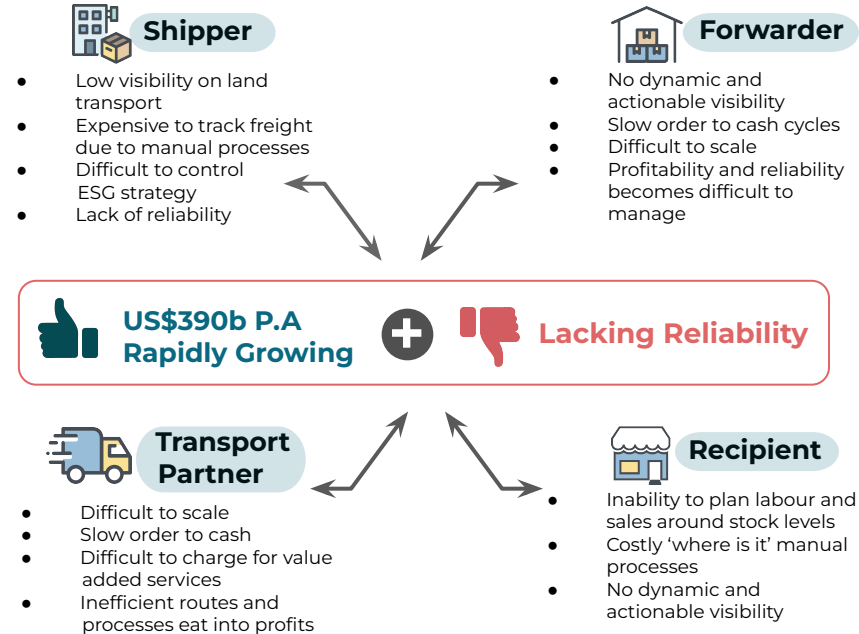
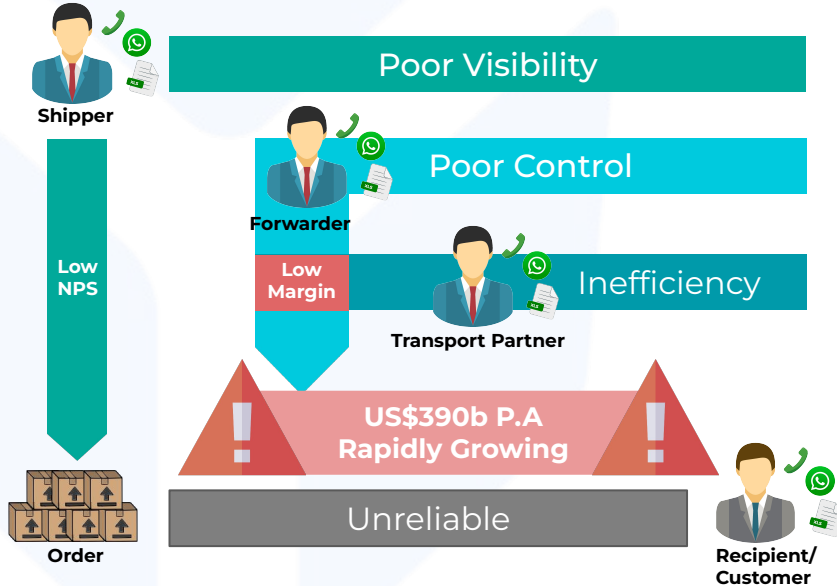
“Our platform **digitises** land freight networks, enabling all parties to **collaborate in real time** providing **always-on visibility** and **control**”



Why APAC?

APAC Is The World's Largest Third Party Logistics Region

US\$390b Annual Revenue and growing fast is not yet **connected and well managed** due to lagging technology adoption and fragmentation of providers.





Unique Support For End To End Logistics

BRING YOUR OWN ERP

Our technology platform seamlessly integrates with the world's leading ERPs cross border platforms and e-commerce marketplaces

FROM CONTAINER TO PARCEL

Yojee can support end to end land transport making it a one of a kind system for forwarders and transporters

MULTI LANGUAGE

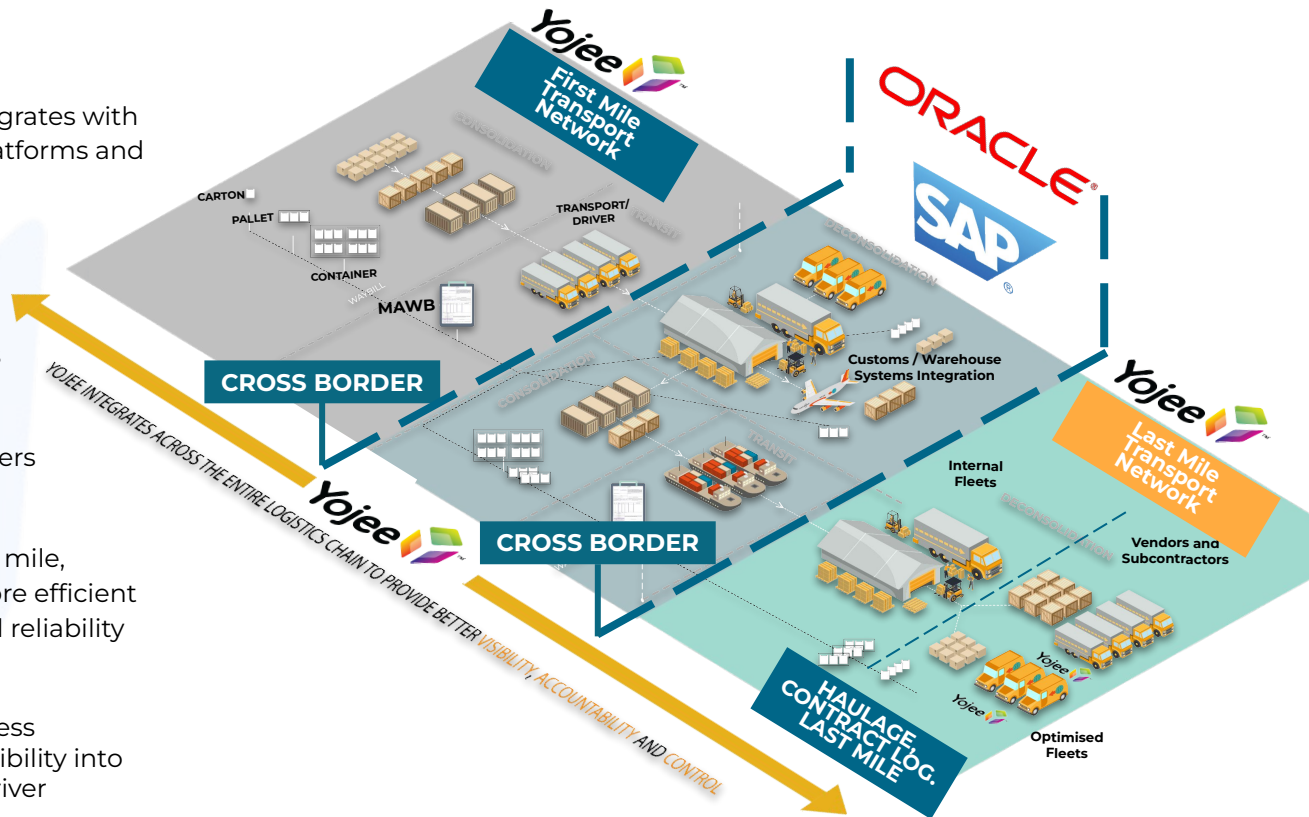
Support multiple languages across all users

IMPORT, EXPORT AND DOMESTIC

By using a single system for first and last mile, procurement and planning becomes more efficient and gives better control of execution and reliability

DRIVE END CUSTOMER VALUE

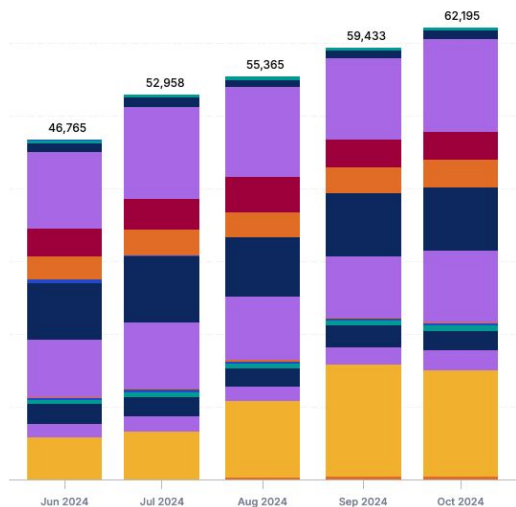
Allows freight owners to plan their business operations with more confidence and visibility into real time estimated time of arrival and driver locations



TCMS Brand & Market Growth

Transactions

Monthly TCMS transactions increasing over the past 5 months



Customers

New Customers signed in ANZ (Australia / New Zealand Region)


Customer Expansion existing customers increasing transaction volumes


Pipeline Growth additional customers in pipeline including global brands

Marketing

Brand Awareness significantly increased market awareness as a result of marketing activities resulting in increase in inbound leads

 **Increasing Growth**
since June '24

 **869** new leads (by companies)

 **167** new followers (organic)

[Follow Us on LinkedIn](#)



MOSAIC *The Next Generation of Freight Forwarding Software*

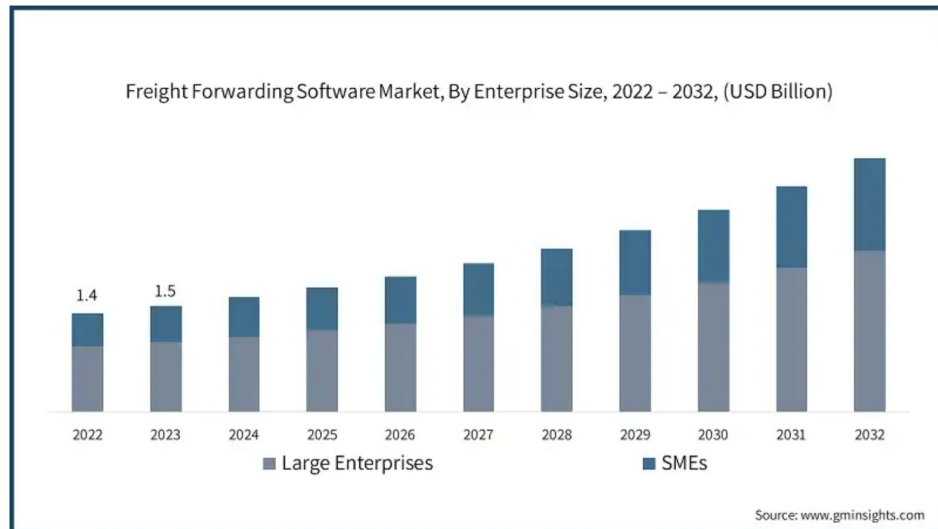
Market Opportunity

“

The Freight Forwarding Software Market size is valued at **USD 1.5 billion** in 2023, and is expected to grow **10% CAGR** between 2024-2032 owing to the growth of E-commerce industry across the globe.

”

Source: [Global Market Insights](#)



Why MOSAIC?

Overview

MOSAIC is the next generation of freight forwarding software that simplifies complex logistics with an intuitive, user-focused interface.

✓ Built from a User Perspective. Workflow First

✓ AI Centric

✓ Focusses Users on the Edge Cases

Unique system design, allowing individual pieces of a global supply chain move to be:

- Connected to an external application or product in the **marketplace**, or:
- Completed by a partner (in a Freight Forwarding network) via the **community**



MOSAIC Market Strategy and Growth

Sales Driven Approach

ANZ Region

- **Market Opportunity:** Positioned as a prime market for customer conversion due to dissatisfaction with current leading solutions.
- **Requirement:** Needs a more comprehensive solution, including critical connections like customs and carriers, to meet the specific demands of this market.
- **Local Market Advantage:** High potential for shifting customers from dominant providers to MOSAIC, driven by the demand for simpler, cost-effective alternatives.

Low Cost / Heavy Export Regions (LATAM, Africa, SE Asia)

- **Market Characteristics:** These regions often find "best in class" systems too complex and unnecessary for their needs, lacking global competition.
- **Strategy:** Focus on offering streamlined, cost-effective solutions that cater to the regional requirements without the burden of excessive features.

Partner Driven Approach

Engaging through Collaboration

- **Invitation Strategy:** Enable MOSAIC users to invite overseas agents to collaborate, regardless of the partner's account status, fostering global connectivity.

Document Sharing as Exposure

- **Exposure Mechanism:** Users can push documents to their overseas agents via MOSAIC which serves as an initial exposure to the platform.
- **Limited Access with Full View:** Overseas agents receive access to view documents in a full-view mode, designed to showcase MOSAIC's capabilities and user interface.

Conversion through Interaction

- **Engagement with Limitation:** When overseas agents attempt to interact with the documents or platform features, they are prompted with a message indicating the need for a paid account to proceed.
- **Incentive to Upgrade:** This method not only introduces potential new users to MOSAIC but also creates a natural incentive for them to consider upgrading to a paid account for full functionality.

MOSAIC Go To Market 2025 and Beyond

	2024				2025				2026				2027			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Building Out Product Capabilities																
Expanding Brand Awareness																
Implementing Foundation Clients																
Expanding Community Functionality																
New Client Targets in ANZ Region																
Expanding Geographies																

Yojee Business Model

Usage Model



Pay-per-Action Model

Charge is applied **per Job per Company** using at least one Logistics Activity, ensuring **fair usage costs**



Equitable Charging

Uniform charge for each company in a job, promoting **collaboration** among different MOSAIC companies



Collaboration Incentive

Our model is designed to **benefit smaller customers** working together, fostering a community of cooperation



No Hidden Fees

Direct access to Logistics Activities without incurring charges; free from subscription fees, promoting **transparency** and **accessibility**



Free Account Creation

Users can join MOSAIC for **free**, enjoying full functionality. Charges apply only for job exchanges with other users, ensuring **free entry** with scalable investment

Subscription Based



Marketplace Access

Subscription fees will apply for accessing connections between Logistics Activities and external systems in the Marketplace. Yojee will take a commission of all Marketplace fees.



Flexible Pricing

Developers of Marketplace connectors will set their own rates in one of two models: .

- **Volume-Based Pricing:** Example: services like SMS connections (e.g., Twilio), costs are based on usage volume.
- **Subscription Pricing:** Example: for XERO, a flat subscription fee per month may be applied.



Core and Local Connections

- **Core Global Connections** may be developed by Yojee engineers.
- **Local Connections** will be developed by local app developers, with subscription fees shared between Yojee and the developers.



Exclusive Paid Access

Only users with paid accounts can utilize Marketplace connections, ensuring a value-driven model for premium features.



Thank You

Contact Us



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Yojee Glossary

TCMS	Transport and Carrier Management System
TMS	Transport Management System
FMS	Freight Management System
ERP	Enterprise Resource Planning (System)
MOSAIC	Yojee's Next Generation of Freight Forwarding Software
APAC	Asia Pacific
ANZ	Australia and New Zealand
LATAM	Latin America
SE Asia	South East Asia
CAGR	Compound Annual Growth Rate