

23 January 2017

## **YOJEE AND POST MEDIA CREATING RAPID DELIVERY CAMBODIA NETWORK**

### **HIGHLIGHTS**

- **Yojee announces the signing of a MOU with Post Media, the largest media and news organization in Cambodia with over 1.5 million readers, to establish a Yojee branded logistics offering on top of Post Media's existing daily newspaper delivery network.**
- **Yojee Platform provides necessary infrastructure and intelligence to support Post Media's new Initiative of same day and next day delivery in Cambodia.**
- **No additional asset acquisition costs plus exciting new revenue channel for both parties represents a win/win outcome for both parties**
- **Partnership to include platform licensing fees and revenue sharing on freight and parcel movements**
- **Yojee brand to significantly benefit from strategic alliance with major media company**

**Yojee Limited (Yojee or the Company) (ASX: YOJ)** is a pioneering platform technology company delivering powerful logistics and supply-chain management capabilities via its Artificial Intelligence (Ai) software to South East Asia and Australia. The company is pleased to announce a Memorandum of Understanding has been signed with Phnom Penh based Post Media Co Ltd (**Post Media**), the largest print media and news organization in Cambodia with over 1.5 million active readers.

Yojee and Post Media will form a Strategic Alliance to create a mutually beneficial freight transportation and logistics management network across Cambodia by signing the non-binding MOU. Pursuant to the alliance, Yojee will actively build a delivery network across Cambodia utilising its skill set in technology and marketing to provide a leading logistics technology infrastructure and marketing program. Post Media brings its customer base and skills in logistics, newspaper delivery and associated capacity as a leading media organisation in the region.

Yojee Managing Director, Ed Clarke commented: "This is a landmark day for Yojee, validating the manner in which our artificial intelligence logistics platform can reinvigorate legacy logistics businesses and transform non-traditional supply chains into delivery super-networks."

"Post Media is a company that owns two of the most visited websites in Cambodia, namely phnompenhpost.com and postkhmer.com, and has over 1.5 million people actively engaged with their websites and publications every month. Having this audience to market Yojee's delivery capabilities to from day one is a coup for Yojee, as it literally saves us years and significant capital expenditure to acquire such a customer base in any other manner. The Post Media brand has a long established trust from the people of Cambodia and such trust is crucially important in developing countries entering the ecommerce boom".

“Yojee’s user case message to Post Media was simple and powerful: you can deliver goods you receive by 3am across the country and have it at the recipient’s door by 9am the same day. Without realizing it, you are the most efficient supply chain in the country. Yojee can monetize that, remove the fixed cost of newspaper delivery and, by using Yojee technology, give the booming ecommerce freight market and other businesses a digital entry point to deliver through with real-time tracking all the way. This message really resonated with Post Media” Ed Clarke said.

“Yojee is able to scale so rapidly because we utilize the existing expertise and infrastructure of our partners and value add. We’re not starting from scratch in each market. We are the technology platform layer and marketing engine that sits on top of traditional logistics generating new revenue and efficiencies. We are not just an app and we are certainly not a logistics operator, this is why we are unique” Mr Clarke added.

According to Post Media CEO, Alex Odom: “We are extremely excited to move forward with Yojee. Not only can Yojee assist us to reduce our fixed overhead cost in distribution, but we see the ecommerce market really beginning to launch in Cambodia. Post Media has an exciting new digital strategy and deep ties with Cambodian businesses and its people, which will prove as the foundation as we look to position ourselves as the partner of choice to provide a fast, reliable transport service to the growing economy. ”

“Yojee is a plug and play platform, simple to use and rapidly scalable. This means it’s just install an app on a smart phone and then business as usual for Post Media, with Yojee’s artificial intelligence and autonomous system doing the work that historically would have necessitated hiring teams of staff. The Post Media distribution team has been delivering newspapers across the country for many years and our team knows the locations, roads and landmarks even if Google maps doesn’t. This is a strong barrier to entry for new logistics players in an environment in which the Yojee model not only works, but excels. Yojee also offers us flexibility - should demand grow larger than the existing capabilities of the Post Media fleet, new delivery partners can be added on demand through an app install,” Mr Odom concluded.



*To discuss how your business can utilize Yojee technology, participate in the Yojee network or send freight through the Yojee network contact [info@sendyojee.com](mailto:info@sendyojee.com).*

For further information, please contact:

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**About Yojee Limited** Yojee Limited (ASX: YOJ), a new, future ready platform technology company developing powerful logistics and supply chain management capabilities via its world-class blockchain secured software and expansive partner network across South East Asia and Australia.

[www.sendyojee.com](http://www.sendyojee.com)

**About Post Media:** Post Media was founded in 1992 and is Cambodia's leading media organization with a widely read English and Khmer daily print newspapers and owns two of the most visited websites in Cambodia, namely [phnompenhpost.com](http://phnompenhpost.com) and [postkhmer.com](http://postkhmer.com), with over 1.5 million people actively engaged with their websites and publications every month.

