

6 August 2020

Yojee Strengthens its Advisory Board

Highlights

- **Appointment of two new members to Yojee's Advisory Board strengthening its enterprise software and finance know-how as part of Yojee's pathway to growth**
- **Rob van Es; extensive international experience working in leadership and sales roles in enterprise-level software companies across Go-to-Market sales strategies and models**
- **Graeme Halder; an international finance expert having held several CFO roles in UK AIM and US NASDAQ publicly listed companies and across multiple sectors including in the security industry**

Yojee Limited (Yojee or the Company) (ASX: YOJ), a cloud-based software as a service (SaaS) logistics platform that seamlessly and uniquely manages, tracks and optimises freight movements along the entire logistics chain, is pleased to announce the appointment of two new members to its Advisory Board, strengthening its enterprise software and finance know-how, as part of its pathway to growth.

Rob van Es

Rob van Es is currently Vice President APAC of cybersecurity unicorn Illumio. Prior to this, Rob van Es was CEO of Reffind and has over two decades of Go-to-Market strategy experience in the enterprise software industry, leading global teams and organizations in customer-facing roles, defining winning strategies and sales models for early-stage companies like Aria Systems, and Hearsay Social.

Rob began his start-up career in Europe at Rational Software/Pure Software as country manager, a role that brought him to Silicon Valley where he then joined Fortify Software pre company launch. As part of the executive team at Fortify, Rob played a crucial role in defining the market category, product-market fit and building the sales organization and company strategy.

Originally from The Netherlands, Rob spent 15 years in Silicon Valley start-up land and now lives in Sydney Australia with his family. He graduated with an MBA from Maastricht University where he studied Economics.

Commenting on his appointment, Rob said, "I am pleased to be joining Yojee at a time where the organization is about to scale to the next level and has the opportunity to win many new customers. I believe the supply chain and logistics industry is primed for disruption by new exciting technology delivered in an easy and simple business model, helping customers to optimise and manage their delivery operations around the globe."

Graeme Halder

Graeme was CFO of Nord Anglia Education from 2010 to 2020 from which he retired following a recent successful take-private transaction. He has held several CFO roles with a range of companies including Camco International, an AIM listed UK business and the European Middle East and Asia Region of Sitel. Prior to this he was CFO of Command Security, a company listed on NASDAQ in the United States. Graeme has worked for organisations with turnover ranging from \$75m to \$3b in sectors including Hospitality and Leisure, Retailing and Security Services.

Graeme is originally from the UK and has led an international career across Europe, US, Asia and the Middle East, and is currently based in Hong Kong.

Commenting on his appointment, Graeme said, "I am very excited to be joining Yojee at such an interesting point in time in its development. It clearly has significant potential and I'm looking forward to providing help and support to the team to ensure we can leverage the strong and exciting foundations achieved to date to rapidly scale the business. I have been extremely impressed by the quality of the many people at Yojee I've interacted with and I look forward to being part of the journey with a company that is involved in a very interesting sector in a high growth region."

Strategic fit

Yojee Chairman, David Morton said, "Rob and Graeme are of fantastic calibre, ticking boxes in a number of key experience areas we are looking for and bring a network which will help guide Yojee's enterprise-level growth strategy across APAC. They join our Advisory Board at a time when we have recently successfully won a new enterprise-level anchor client and can benefit immensely from their deep appreciation and experience leading companies through their life cycle as we look to achieve substantial further growth and firmly establish our market position with our industry-leading technology."

This announcement has been authorised by the Board of Directors of Yojee Limited.

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About Yojee Limited (ASX: YOJ). Yojee is a cloud-based software as a service (SaaS) logistics platform that seamlessly and uniquely manages, tracks and optimises freight movements along the entire logistics chain, from sender to end customer, across borders and between logistics providers (land, sea, air), with subcontractors and for multi-leg journeys. Rarely is a single carrier servicing an entire goods journey from sender to end customer, or exclusively using one type of transportation method. Yojee provides connectivity and more efficient planning along the entire journey. Yojee's customers are predominantly third-party logistics providers (3PL) and logistics subcontractors (2PL) who benefit from:

1. **Managing, Tracking and Auditing goods movements.** All job and location data is made easily accessible and can be shared with up and downstream providers end to end. Customers experience improved delivery windows.
2. **Route and schedule optimisation.** Tracking data allows 2PL and 3PL operators to generate cost savings through Yojee's powerful optimisation capability across vehicle selection, utilisation and routing.

Yojee's solution is flexible and integrates seamlessly through API's into existing logistics provider systems to access and share key data across part or all of the goods journey. The more segments that use Yojee, the more powerful it becomes. Yojee's business is focused on APAC and is expanding rapidly. Yojee's platform has evolved through recent technological developments in cloud-based computing and information processing capability. Yojee continues to develop its visibility, accountability and control solutions across the supply-chain. This will see smart information access and activation, providing logistics companies and agencies information such as location, size and weight data, and customs requirements that is timely, contextually accessible and highly secure.

Yojee services the logistics market at both the SME and enterprise-levels with a focus on APAC and to date has signed multi-year enterprise-level agreements with two top 10 global freight forwarders operating in the region.

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