

15 March 2017

## **LEADING AUSTRALIAN FULFILMENT BUSINESS SERVICING OVER 7 MILLION SUBSCRIBERS COLLABORATES WITH YOJEE**

### **HIGHLIGHTS**

- **Partnership to provide substantial technology, efficiency, customer experience and cost benefits to Popink and customers through the delivery process with Yojee's platform and network.**
- **Popink's responsibilities include the fulfillment and delivery for Australia's Largest Loyalty Program 'flybuys' which has over 7,000,000 subscribers.**
- **Currently completing up to 200,000 deliveries a year.**

**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 it has signed a Memorandum of Understanding (MOU) with Popink, a privately owned, Australian fulfillment business, providing customized service solutions to corporate clients. Currently Popink conducts up to 200,000 deliveries a year, including the sourcing and fulfillment of Australia's largest loyalty program 'flybuys' which has over 7,000,000 subscribers.

The focus of the partnership is to establish a modernised logistics solution that can provide their customers with some of the most progressive and intelligent customer service (digital tracking, customer notifications, and multiple payment options) and delivery options for all products.

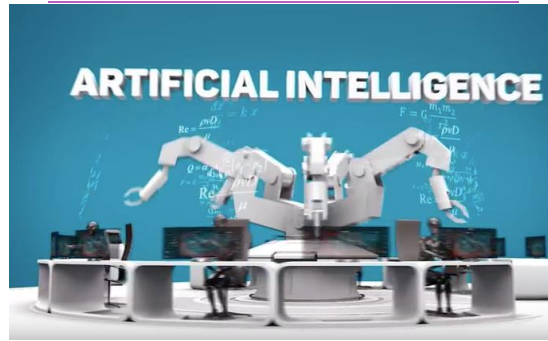
Similarly, Popink will seek to utilize the Yojee Delivery Network to drive greater efficiencies within their delivery business model, increasing consumer delivery options with the most competitive prices available, whilst enabling a broadening of the customer base and the type of products they can offer to the wider community.

"This is a great opportunity to demonstrate the power and cost efficiencies of the SME logistics marketplace, with best in breed technology utilized to provide a game changing user experience, transparency and flexibility for the many types of companies similar to Popink" said Yojee Managing Director Ed Clarke.

Whilst the MOU is non-Binding, the companies have begun looking at commercial strategies to utilize the Yojee network to reduce delivery costs and pilot programs for the adoption of the Yojee Platform.



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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)



**Transforming the Logistics Economy, Digitally**



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