



 ASX : YOJ

OCTOBER 2018 INVESTOR PRESENTATION



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INTERACTIVE ONLINE VERSION

Q: How many different software systems are needed to run Shipping Container Trucking, Long Haul Trucking, and Last Mile Logistics?

A: Finally it's just one! Yojee.

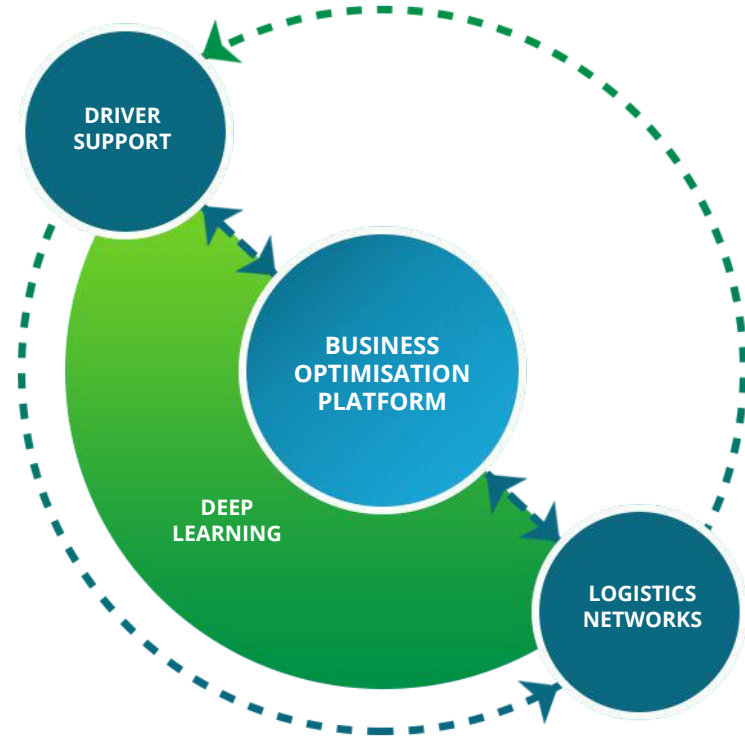
(With a little help from some Ai and a smart-phone)

Introducing a multi-leg, sector agnostic, low-cost modelling smart platform for modern logistics.

- An ASX-listed innovator set to fundamentally revolutionise logistics
- Australian market worth AUD\$110 billion
- An AUD\$12.6 trillion global industry experiencing dramatic upheaval
- Yojee blockchain technology to make the supply chain transparent
- Partnerships with leaders in the world's logistics industry
- Strong growth and global customer engagement

YOJEE'S MISSION

- Connecting a fragmented AUD\$12.6 trillion logistics industry through the power of technology.
- Focus on customer experience
- Leveraging the power of AI to gain efficiencies
- Enabling transparency across global networks
- Flexibility to handle unpredictable volumes
- Facilitating secure collaboration between partners



BOARD & SENIOR MANAGEMENT



ED CLARKE
MANAGING DIRECTOR

3rd Technology startup from ground up. As Vice President of Sales at Temasys, Ed was part of a team that IBM recognized as one of the "Top-5 global start-ups to watch in 2014". Ematic Solutions now a leading big data e-commerce enabler in SE Asia.



RAY LEE
CHAIRMAN

Ray is a well respected port management executive with over forty years international logistics and shipping experience. As a former Director of DP World Australia he played a key role leading DP World's Australasian port operations.



VIVEK GUDAPURI
HEAD OF TECHNOLOGY

Vivek built technology stacks from scratch to success for various VC backed companies in the Logistics and Fintech space including Singapore Post Group. Since joining Yojee Vivek built an enterprise grade technology team and deployed the future ready v2.0 platform.



SHANNON ROBINSON
NON-EXECUTIVE DIRECTOR

Shannon is a former corporate lawyer and corporate advisor with over 10 years' international experience in providing transaction, mergers and acquisition, strategic capital raising and general corporate advice to numerous ASX and AIM listed and unlisted companies.



JASON MARINKO
EXECUTIVE DIRECTOR

Jason is an experienced senior executive having held positions in investment banks, Qantas and SingTel Optus, and as a corporate advisor to ASX listed companies with respect to equity capital markets, strategic partnerships and mergers and acquisitions.



CARL HEMUS
CHIEF OPERATIONS OFFICER

A logistics industry veteran with startup success, Carl has held senior positions at DHL eCommerce, DX Network Services, and the Brandpath Group, with a wealth of experience leading teams across the Middle East and Asia.

CORPORATE SNAPSHOT

ASX CODE: YOJ

SHARE PRICE (as at 16/10/18): AUD\$0.078

SHARES ON ISSUE: 847,440,000

MARKET CAPITALISATION: AUD\$63.5M

CASH ON HAND (as at June 30 2018): AUD\$10.0M*

ENTERPRISE VALUE: AUD\$61.5M

OPTIONS ON ISSUE: 94,166,644

*Inclusive of the Company's successfully completed \$8 million capital raising in July 2018.



BENEFITS OF YOJEE'S SAAS MODEL



Partner Promotion Model: The Network

Logistics players of all types can collaborate on one platform



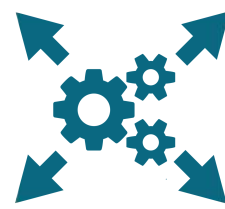
Multiple Transaction Points

Both clients and downstream partners perform transactions



Good Gross Margin

More lightweight and cost effective than traditional legacy solutions



Highly Scalable

For operations of all sizes, scaling across geographies and languages

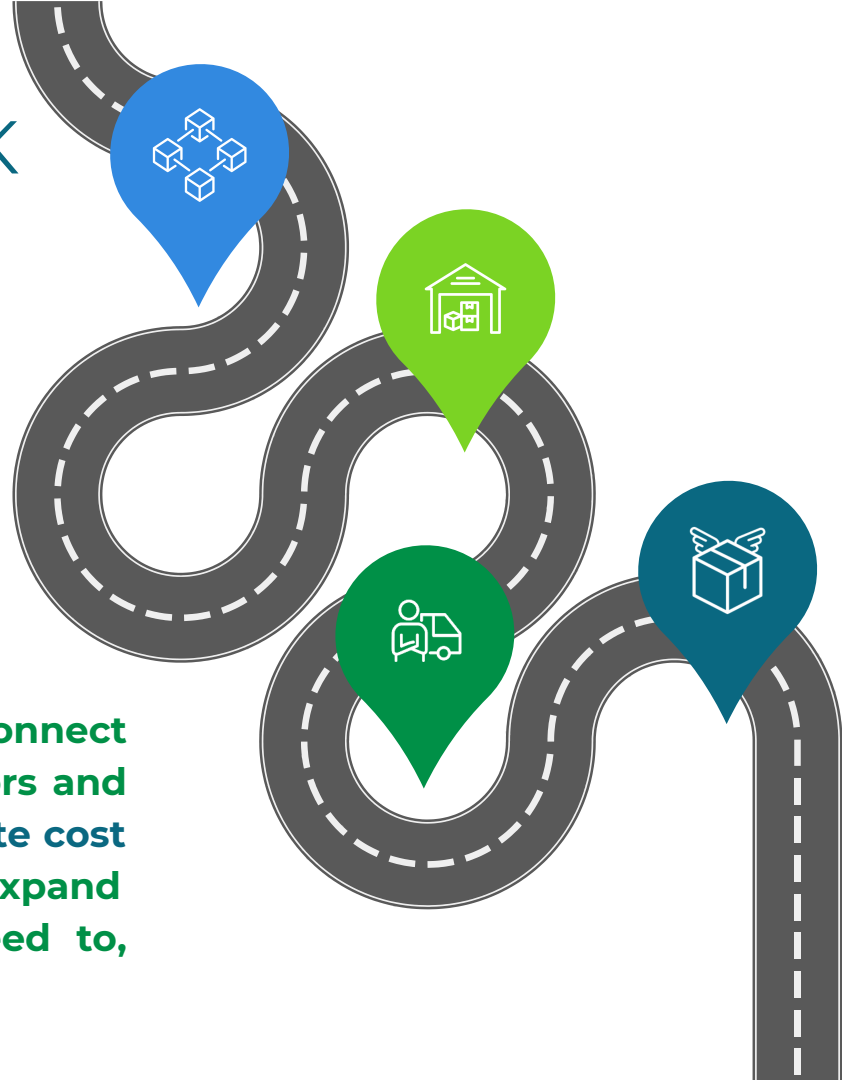
THE VIRTUAL NETWORK

PAIN POINTS IN LOGISTICS:

- Limited, old and expensive technology
- Lack of visibility.
- Closed systems that do not allow for collaboration

Yojee brings a new type of technology to enable the **VIRTUAL NETWORK**.

Utilising cloud technology to seamlessly connect Shippers to Carriers, Carriers to Subcontractors and Partners, and everyone to the world. We create cost efficiency and elastic scalability, meaning expand when you need to, for as long as you need to, maintaining a low fixed cost model.



CONNECTING THE SUPPLY CHAIN:

THE NETWORK

BUSINESS REQUIREMENTS

PLANNING

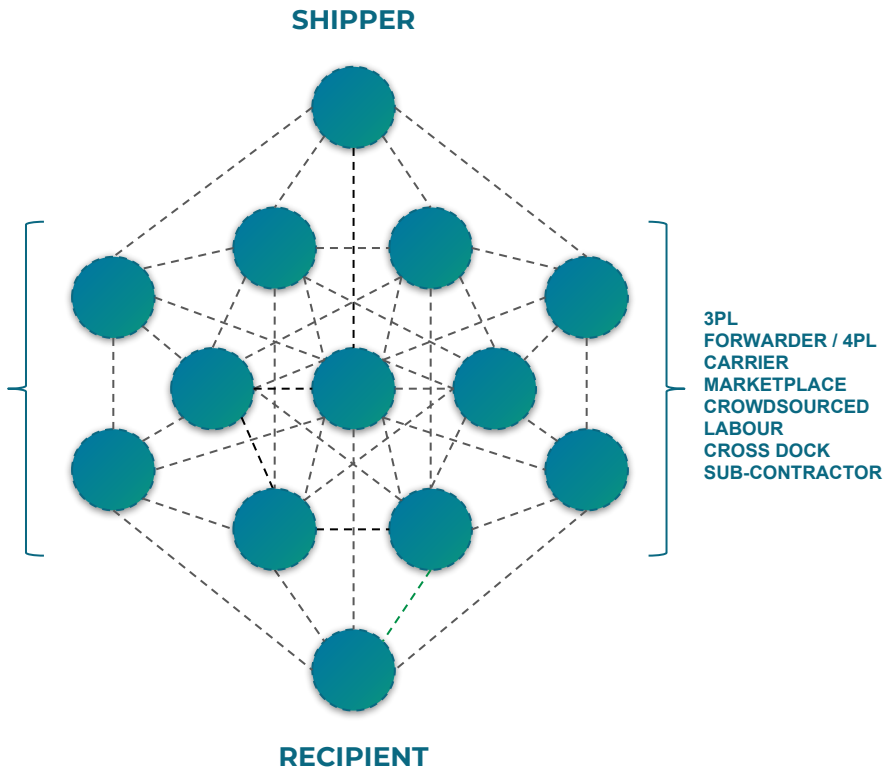
ORDER MANAGEMENT

ROUTING
PICKUP, DELIVERY,
AND LINE HAUL
PLANNING

CROSS DOCKS AND
BREAK BULK

SETTLEMENT
RATING, MANIFESTS,
INVOICING, FREIGHT
BILL, PAYMENT,
CLAIMS

WORK IN ANY
DIRECTION, WITH
ANY COMBINATION
OF PARTNERS,
WHILE ENJOYING
FULL VISIBILITY
THROUGHOUT
THE PROCESS



SOFTWARE FUNCTIONS

SEAMLESS
MULTI-ACTOR
TRACKING

SCALABLE
REGION-SPECIFIC
OPERATIONS

ADAPTABLE PRICING &
FINANCING

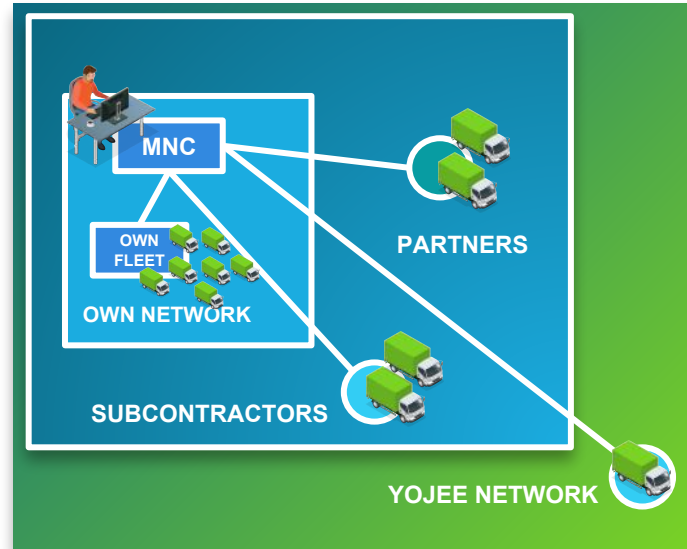
WHOLISTIC
ANTI-FRAUD &
MULTI-SECTOR
ANALYTICS

SECURE \$
RESPONSIBLE
PROCUREMENT &
SUPPLY CHAIN

A UNIQUE SOLUTION FOR ALL

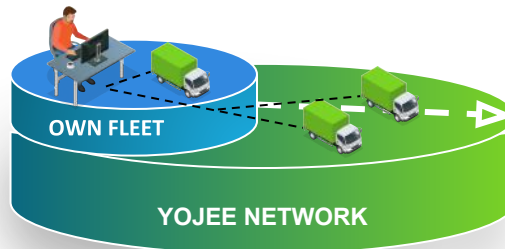
Multinationals/Majors Engaging Downstream Partners

With the ability to work seamlessly with downstream partners on the Yojee network, Yojee becomes an essential part of handling high or unpredictable volumes, thus creating stickiness with software being used by all parties.



SMEs Scalability

Being able to access the Yojee Network enables growing companies the ability to take larger contracts with the confidence that they can execute as required with full visibility over SLAs.



Organic Viral Growth The network effect

As more companies adopt the Yojee Software and join the Network, Yojee generates transaction fees, while also virally exposing the cutting edge technology to more and more customers.

KEY PROJECT UPDATES

Yojee now has **32 SaaS customers** and **development partners** across the Global, Enterprise and SME space including:

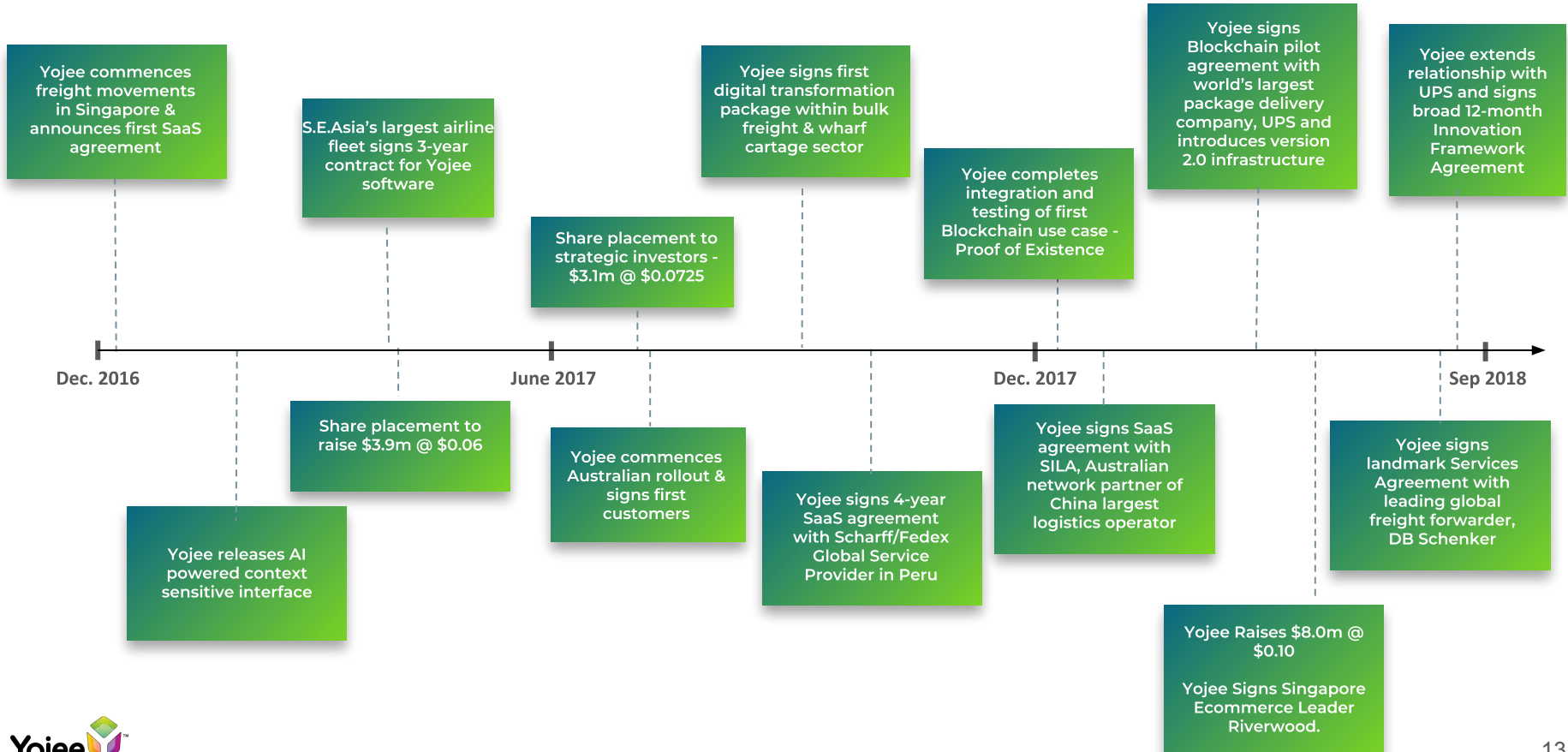
- **UPS** – world's largest package delivery company:
Ongoing trials with early success and planned next steps
- **DB Schenker** – world's leading freight forwarder:
Completed initial project with ongoing discussions on next steps
- **SILA** – network partner of China's largest logistics company:
Rolled out, billing and operational (see case study in this deck)
- **Scharff** – Fedex Global Supplier Partner in Peru with 12m+ Annual Deliveries:
First Business unit deployed



SaaS CONTRACTS SIGNED, CUSTOMERS & PARTNERS



SIGNIFICANT MILESTONES ACHIEVED

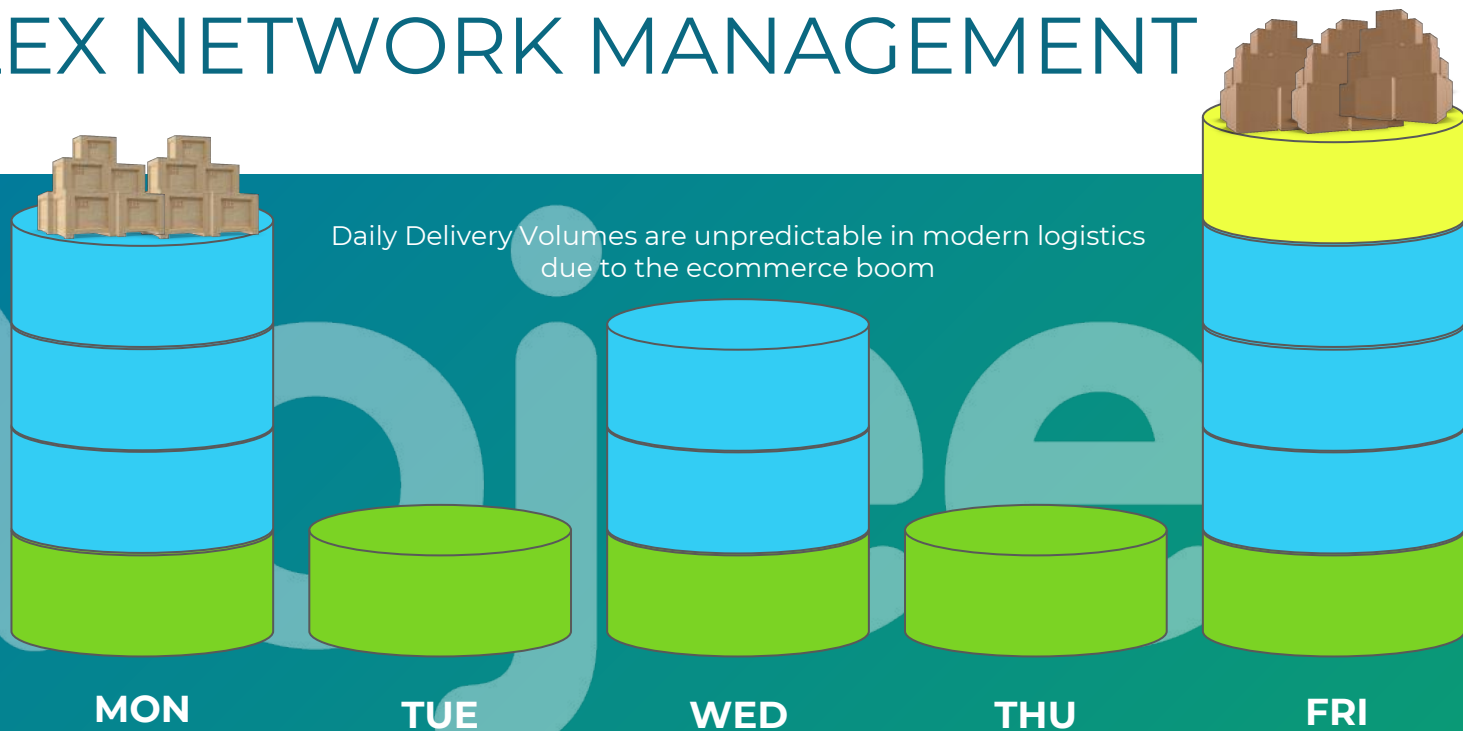


COMPLEX NETWORK MANAGEMENT

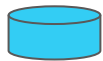


Manage all work through all partners from a single screen with seamless transfer and visibility. Only with Yojee.

Daily Delivery Volumes are unpredictable in modern logistics due to the ecommerce boom



Crowdsourced Labour: Highest cost, but instant supply. Best utilised when unforecasted volumes hit the network and SLAs must be met

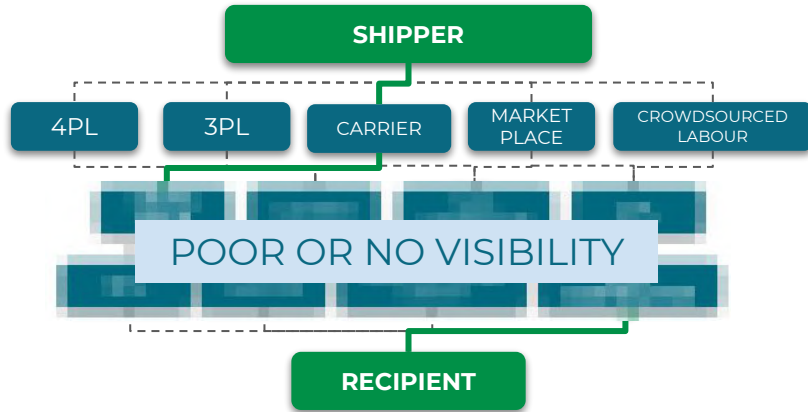


Partner/Subcontractors: Lowest cost when company cannot fully utilise its own fleet. Usually fixed or minimum volume agreements

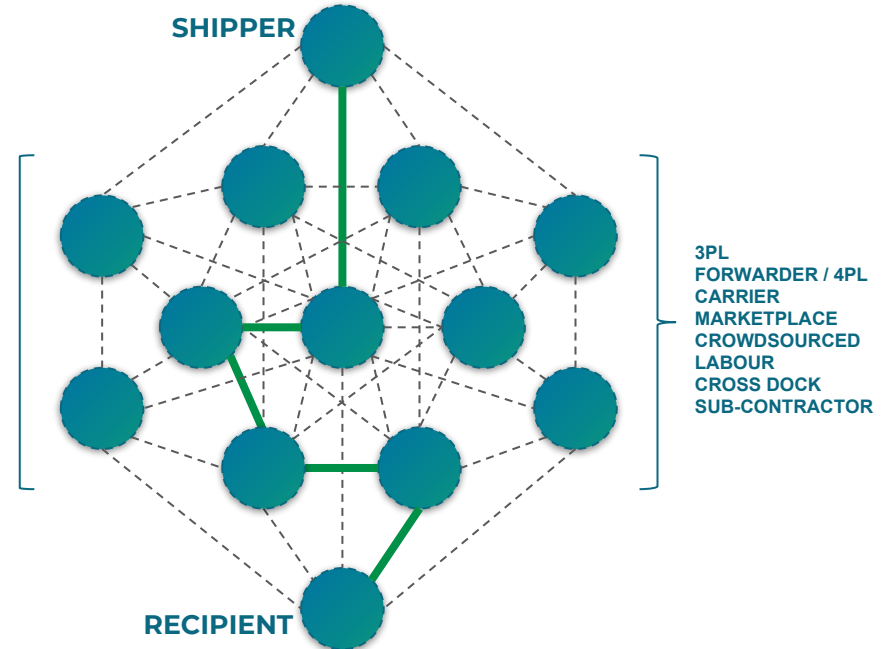


Own Fleet: Lowest cost when fully utilised. High cost if unutilised. Every vehicle must be busy every day

LOGISTICS TODAY



THE YOJEE WAY



SUPPORTS ALMOST ANY MODEL OR FLOW WITH ANY PARTNER IN YOUR NETWORK, WITH FULL VISIBILITY

THE COMPLEX NETWORK

YOJEE'S SEAMLESS ORDER DATA ADAPTOR

Simply select and pass, 2 click network management

- Job transfer and downstream order creation
- Easily request quotes
- Visibility throughout the network
- Recipients can track and trace packages
- Advanced analytics
- Automated alerts for key movement events

STEP 1: Select jobs, click transfer

TRANSFER

STEP 2 - Select Partner. Done!

AVAILABLE PARTNERS

EXPRESS COURIERS

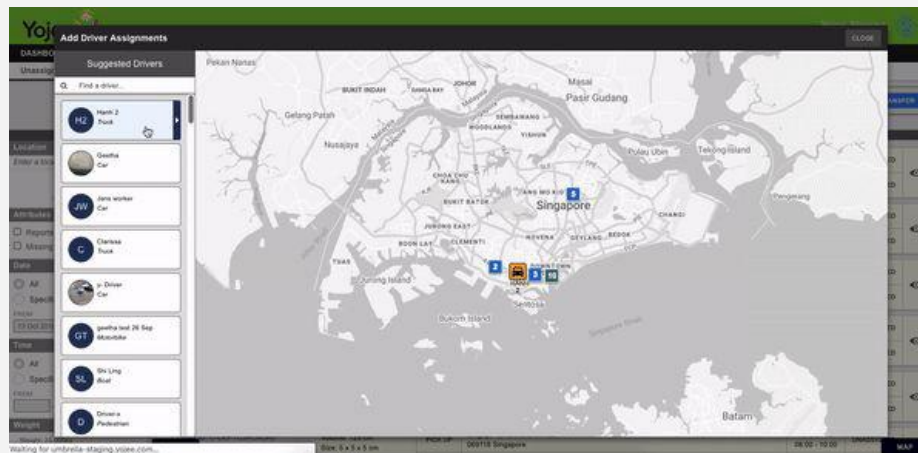
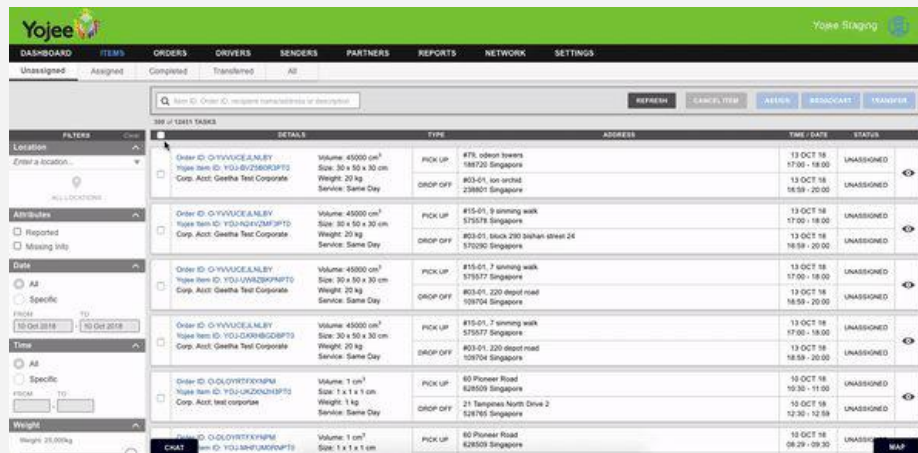
CIP-M0VFRNA4WFFXZXHQ

SMITHS FREIGHT SERVICES

CIP-QKLPWHE2WC9TQVHK

Dispatchers are able to quickly process thousands of tasks in few minutes with confidence.

Dispatchers have full control over assigning tasks to driver with the help of our assign algorithm, which suggests the most suitable driver, and the ideal sequence for drivers to complete their tasks.



TECH INSIGHTS: AI

Multiple packages of all sizes, various vehicle types coming from various hubs, and any number of physical locations all add up a colossal amount of number crunching.

Our **Solver** performs millions of calculations per minute to enable companies to make optimal use of their assets, thus saving money, and reducing their impact on the environment, while minimising the risk of human error.

The **Solver** can also be used to run simulations, helping companies with asset planning and cost modelling.

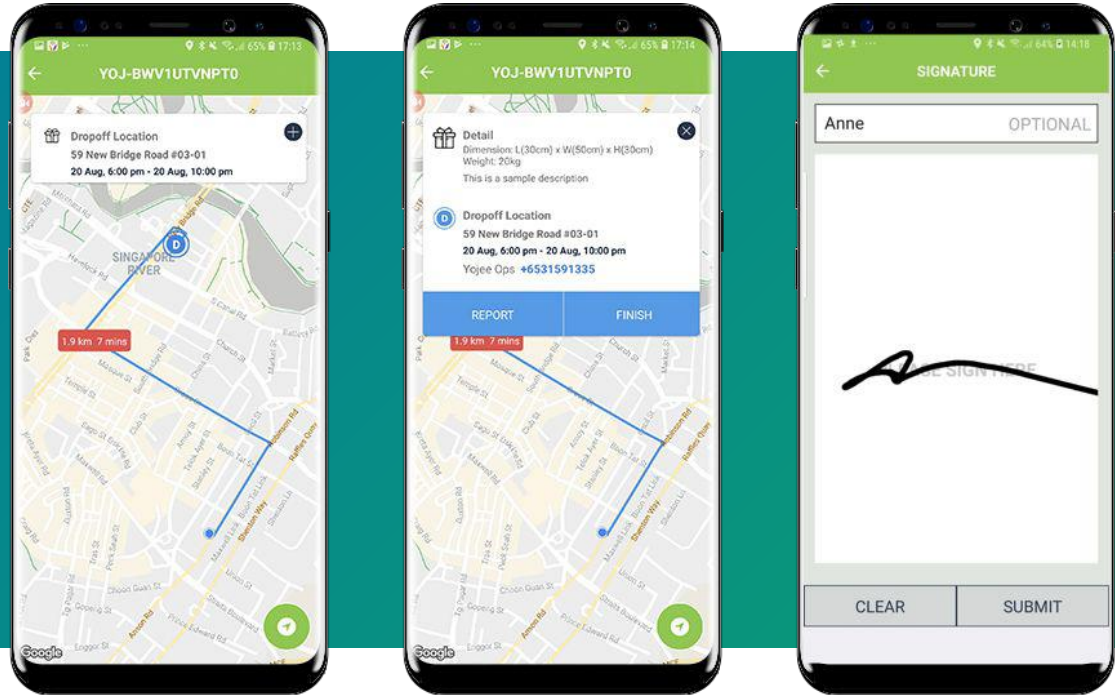


TECH INSIGHTS

THE DRIVER APP

Simplifying the driver experience

- No more (easily misplaced) paperwork
- No need to call in your location
- Faster Payments with Proof of Delivery
- “Just do what’s next” Simplifying the driver’s workload
- Communicate with dispatcher through the in-built chat function
- All data synced between dispatcher and drivers via the app



BLOCKCHAIN INSIGHTS

Strong company wide capability, experience, and training across commercial and technical blockchain solutioning.

We are developing a way to add additional security and accountability to the logistics industry by employing blockchain throughout the journey.

Three ways Yojee will implement Blockchain:

Procurement – to enable new ways to source, agree, insure and pay using smart contracts and foreign exchange payments.

Processing – to streamline processes and to remove unnecessary 3rd parties.

Provenance – to indisputably prove the movement of an object across a supply chain and its participants.

First use case, Proof of Existence, has already been successfully tested



SINGLE MARKET INSIGHT

AUSTRALIA'S Logistics Industry alone is worth AUD\$110 Billion.

THE TOP 4 COMPANIES CONTROL JUST 10% OF THE MARKET, AND EVEN THEY USE PARTNERS.

The rest of the world is no different, with the Global industry being worth 9 trillion, and the top 4 only representing 15%.

Source: travel.trade.gov, 2015



**Who are our
clients?**





MEET SILA

A subsidiary of Sinotrans, one of China's largest logistics companies

Previous Pain Points

- Unable to provide their customers with realtime notifications
- Minimal visibility and tracking capabilities for their fleet
- Too much administration required whilst handling Manifest, Waybills and POD's
- Digitising their network delivery visibility and handling of goods.
- No capture or reporting of real time data.

The logo for SILA, featuring a stylized white 'S' with a red dot above it, followed by the letters 'ILA' in a bold, sans-serif font.

SINOTRANS INTEGRATED LOGISTICS AUSTRALIA

MEET WESTBIKE

A fast growing bike courier company in Indonesia

- Unable to secure large contracts on account of inconsistent availability of assets
- Lack of visibility on drivers
- No useful data about their operation
- Labour intensive manual ordering process

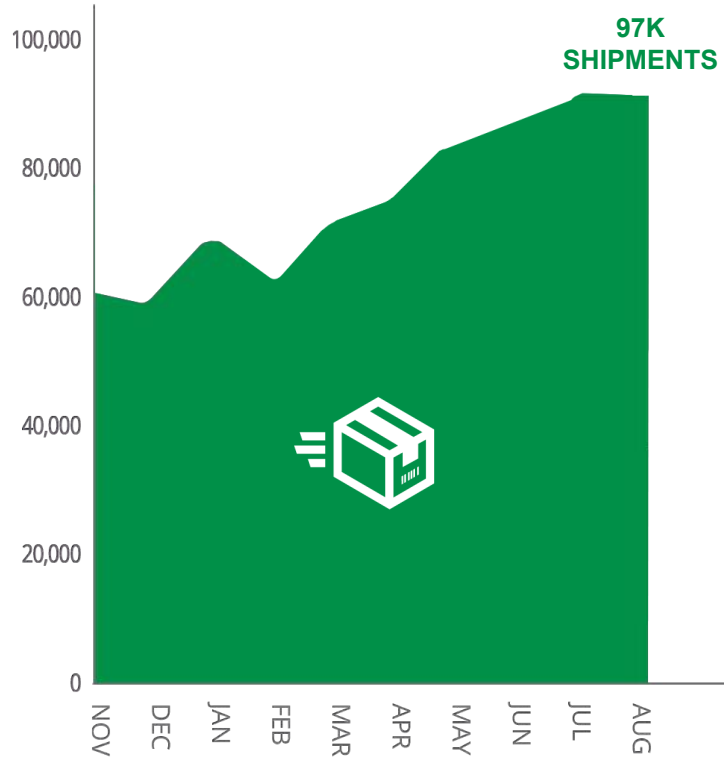


A person in a brown uniform, seen from behind, is walking on a city street. They are carrying several large cardboard boxes. One box has a blue bag with the word "style" on it. The background shows a blurred city street with buildings and other people.

The logistics industry is still run
predominantly on paper, spreadsheets
and phone calls.

It leaves customers frustrated and
uninformed, and creates a huge
administrative problem.

MONTHLY SHIPMENT GROWTH SINCE ADOPTING YOJEE



THEN WESTBIKE CONTACTED YOJEE

Yojee digitised the business and enabled the company to connect via API into Indonesia's booming eCommerce sector, raise a seven figure sum of money, scale the business and increase efficiency.

An aerial photograph of a large shipping port. The foreground and middle ground are filled with numerous rows of colorful shipping containers in shades of red, blue, green, yellow, and white. A yellow forklift is visible among the containers. In the background, there are more containers, some cranes, and a body of water on the left side. The sky is clear and blue.

SILA MOVED TO NEXT GENERATION SOFTWARE

“Yojee is assisting our company to provide more visibility and efficiency within our supply chain with real time information and smart technology. Using the technology helps us to deliver a better experience to our customers and foster future growth. The team is extremely responsive to our questions and feedback and we look forward to a long term partnership. “

Simon Pepper

Director - Customs and Logistics

Other companies like SILA and WESTBIKE are choosing Yojee

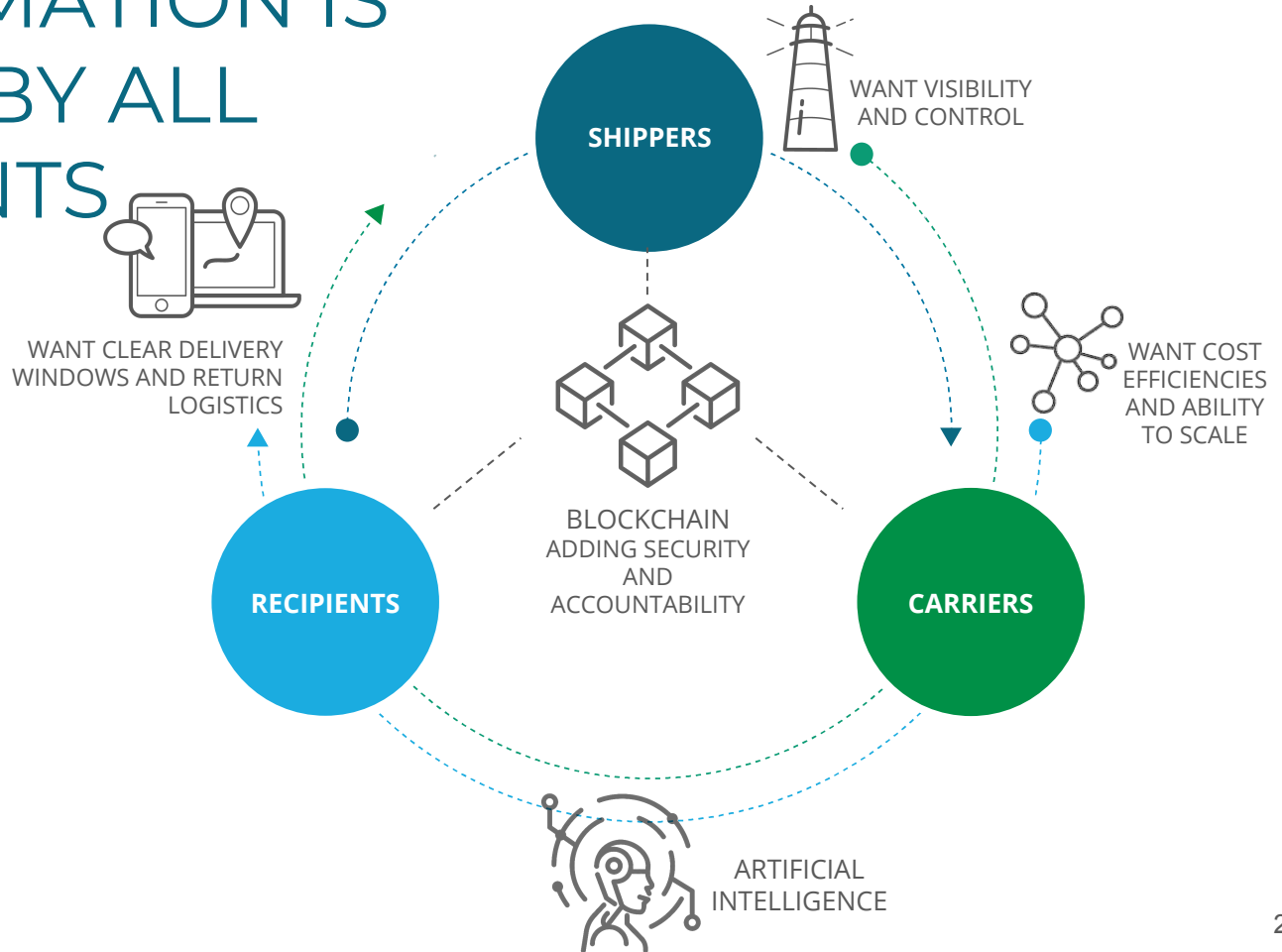
Of Hundreds of Thousands of companies, 92% of logistics companies want to transform, know they can be more efficient and need help with managing their partners and networks

Source: [PwC: Shifting Patterns, 2016](#)

TRANSFORMATION IS REQUIRED BY ALL PARTICIPANTS

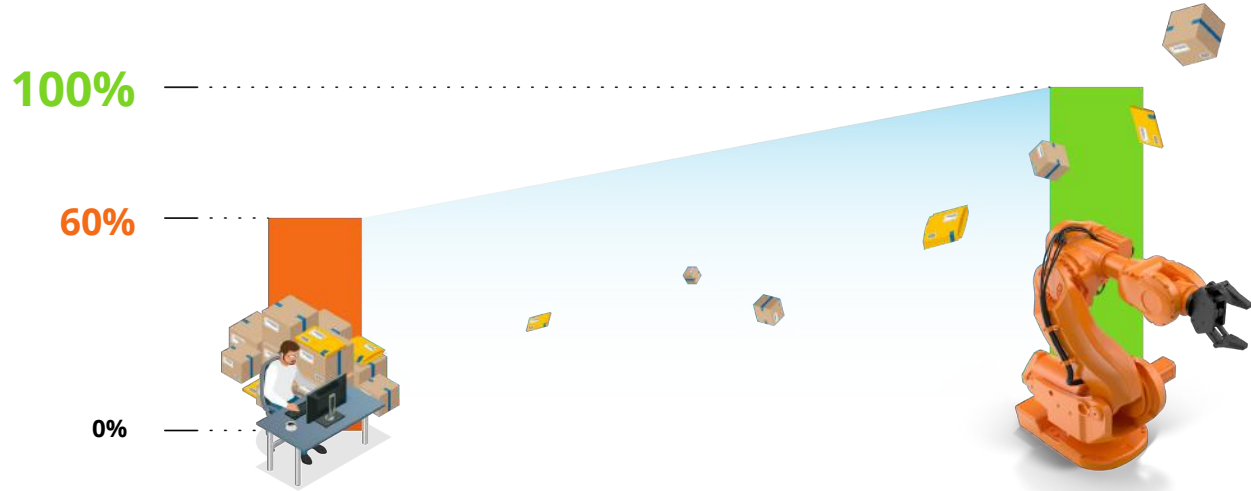
THE SUPPLY CHAIN

FALTERS DUE TO LACK OF
VISIBILITY AND TRUST.
YOJEE'S END TO END,
REAL-TIME SOFTWARE
ENABLES SIGNIFICANT
LEAPS FORWARD IN USER
EXPERIENCE AND COST
EFFICIENCIES



FROM GOOD TO GREAT

- AI & Machine Learning has been shown to yield efficiency improvements of 40% or more
- Work with any type and combination of company across any sector
- Yojee is built to support today's logistics industry



Source: [Accenture - How AI Boosts Profits and Innovation, 2017](#)

An aerial, top-down view of a city intersection. A tram is traveling diagonally across the frame from the bottom-left towards the top-right. The intersection features yellow diagonal stripes for pedestrian crossings and white lane markings with arrows. Several cars are visible, including a white car in the tram's path and a red truck in the lower right. Pedestrians are scattered on the sidewalks. The overall scene is dimly lit, with a dark, muted color palette.

Business Model and Revenue Generation

SAAS PRICING MODEL

If clients start on a low tier contract but **scale quickly**, our revenue is linked to the number of transactions, rather than initial contract size.

Focus on helping clients grow

Proactive approach to customer success

Examples	US\$/mth
Multinationals	50,000+
National Leaders	10,000-50,000+
SMEs, subcontractors	2,000-10,000
Sole Traders	100

PLUS TRANSACTION FEES

\$0.22

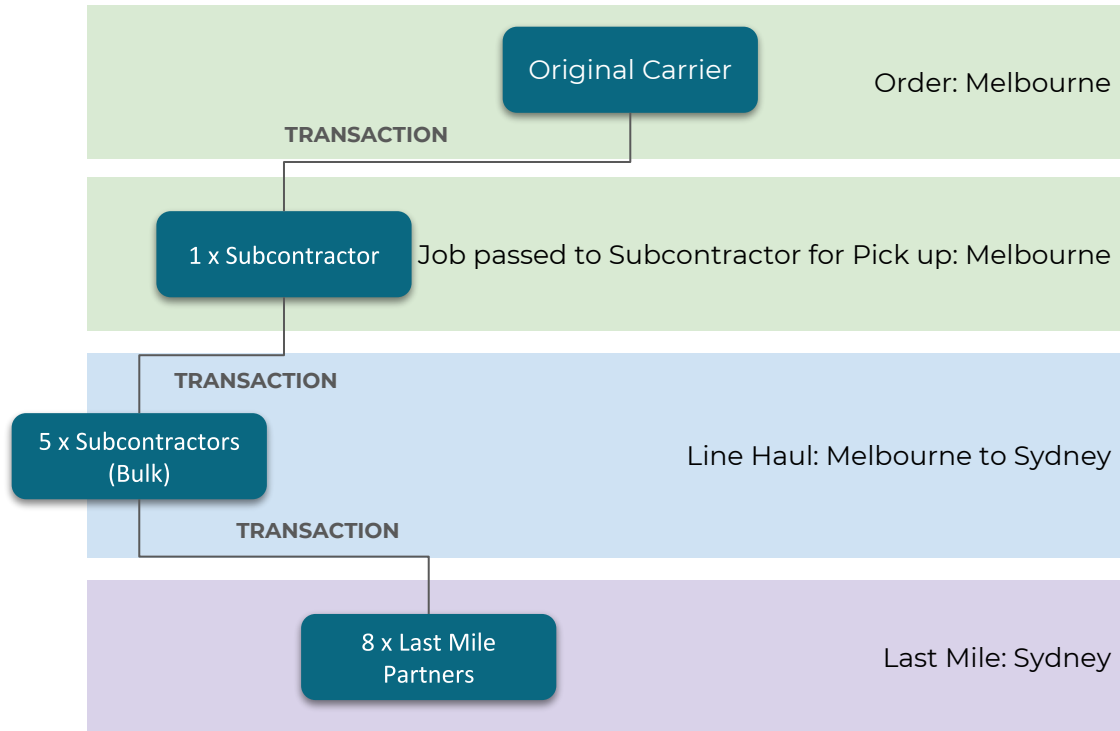
(Discount Based on Min. Vol.
Commitment)

MONTHLY LICENSE FEE

\$100 - \$30,000+

(Min. Term Contract)

SAAS TRANSACTION BASED PRICING MODEL

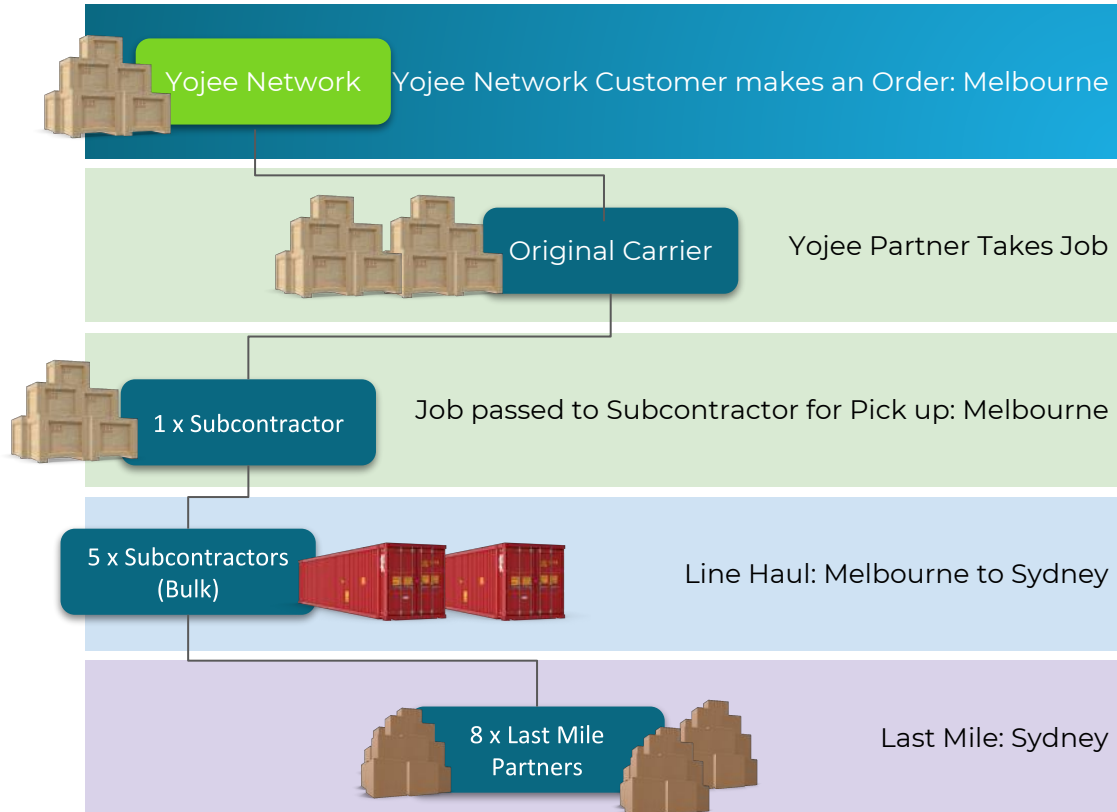


THE PATH OF A SINGLE PACKAGE

We support multiple movements across the supply chain creating efficiency while generating multiple instances of transaction revenue.

Example Movement Flow

CREATES A BOOMING VIRTUAL FREIGHT NETWORK MODEL



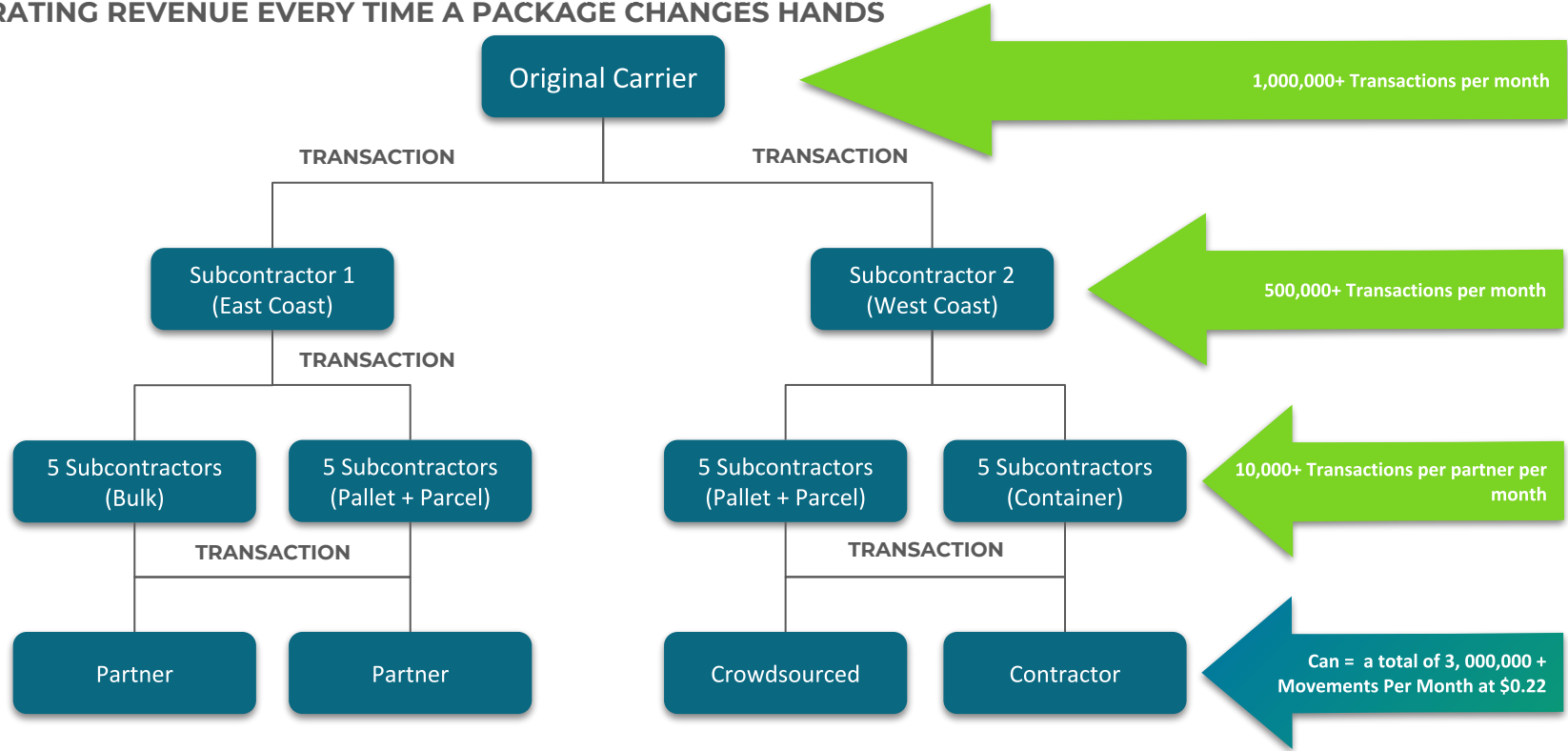
Example Movement Flow

THE ASSET LIGHT NATIONAL AND INTERNATIONAL NETWORK OPPORTUNITY

- **Huge Revenue Potential**
- Already operating in Singapore, circa 6,000 freight movements a quarter and growing
- High Tech, High Visibility
- End to end tracking with delivery windows
- Highly Scalable

SAAS REVENUE MODEL EXAMPLE

GENERATING REVENUE EVERY TIME A PACKAGE CHANGES HANDS



CONTINUED FOCUS

**Growing existing
clients & signing
their downstream
partners:**

The Network Effect

**Sales and
Onboarding
Programs**

**The Marketing
Engine**

**Technology
Leadership and
Innovation**

**The Industry
Leader**

An aerial view of a large shipping yard filled with numerous stacked shipping containers. The containers are in various colors, including blue, white, and orange. Some containers have logos like 'CMA CGM', 'MAERSK', and 'Hapag-Lloyd' visible. The scene is dimly lit, suggesting dusk or dawn.

Logistics and Supply Chain is about
efficient networks and reliable partners.

Yojee is unleashing technology to enable
seamless shipments and trust in a high
volume, AUD\$12.6 trillion industry.

Our company has a unique position one
of the largest and fastest growing sectors.

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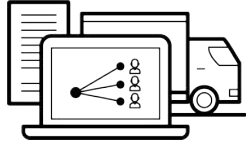
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THANK YOU



APPENDIX

YOJEE SOFTWARE



Smart Assign

Broadcast, suggest and autonomously assign jobs



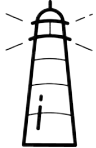
Route Optimisation

AI powered real-time route and asset planning



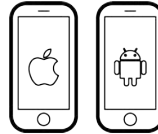
Track & Trace

Real-time tracking and status updates



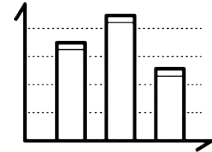
Control Tower

Manage your own fleet and downstream partners with full control and visibility



Driver App

Go digital with ePOD and chat capabilities



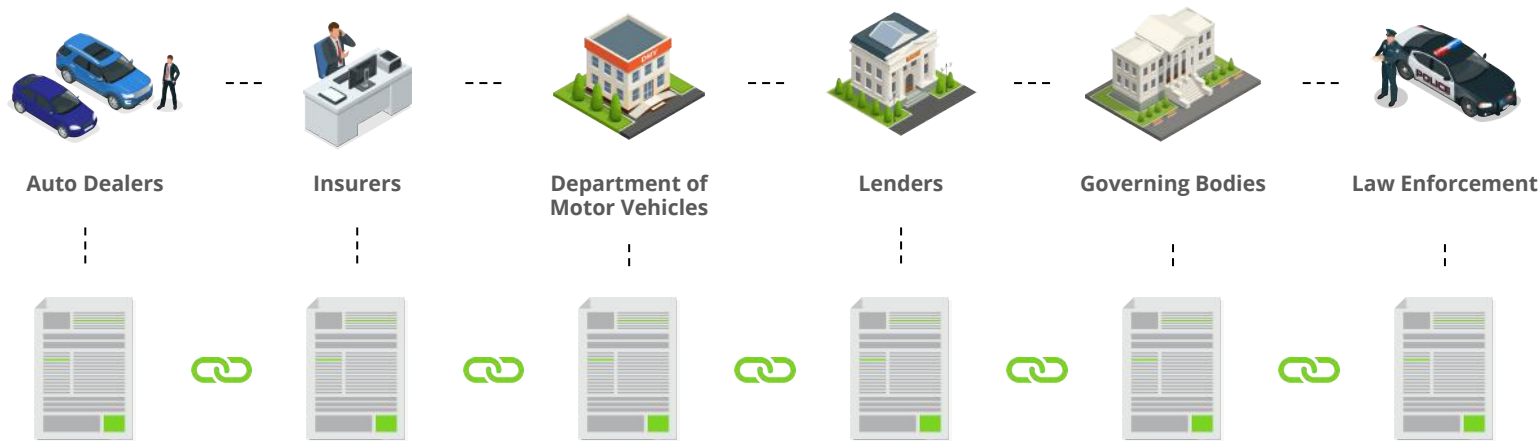
Actionable Data

Accurate capacity and freight planning in real time, helping companies spot trends

BUILDING TRUST WITH BLOCKCHAIN

The history of a vehicle is tracked from before it even leaves the factory, enabling multiple organisations and entities access to real-time information about a car's history, licencing status, and ownership.

Greater Visibility. Greater Control.



Verify ownership history, origin, licencing and more, across all relevant departments and organisations in an instant.