

INVESTOR  
PRESENTATION

Yojee





# YOJEE INTRO

## TRUE COLLABORATIVE ECONOMY GLOBAL LOGISTIC PLATFORM

Yojee is implementing a unique, highly scalable true collaborative economy platform to cover the globe. The platform aggregates and optimises existing logistics businesses already delivering across the planet to create a huge geographical capability for Yojee to move its freight and parcels efficiently and securely.

Yojee is a solution to problems such as the boom in ecommerce sales across Asia Pacific and the inabilities of existing carriers to provide to the door deliveries nationwide, payment collection from the 70% of Asia who are unbanked and the painful process of waiting hours for a delivery.

Yojee will make world class logistics software attainable to small and medium businesses enabling more profitable and a more even playing field whilst also giving access to the new freight and parcel revenue generated by the Yojee platform.





**8** COUNTRY FOCUS

SINGAPORE, INDONESIA, MALAYSIA,  
THAILAND, PHILIPPINES, VIETNAM,  
NEW ZEALAND AND AUSTRALIA

**\$600** BILLION

DOLLAR FAST GROWING LOGISTICS MARKET

**105** MILLION

DIGITAL BUYERS AND GROWING RAPIDLY

THAILAND  
VIETNAM  
PHILIPPINES  
MALAYSIA  
SINGAPORE  
INDONESIA

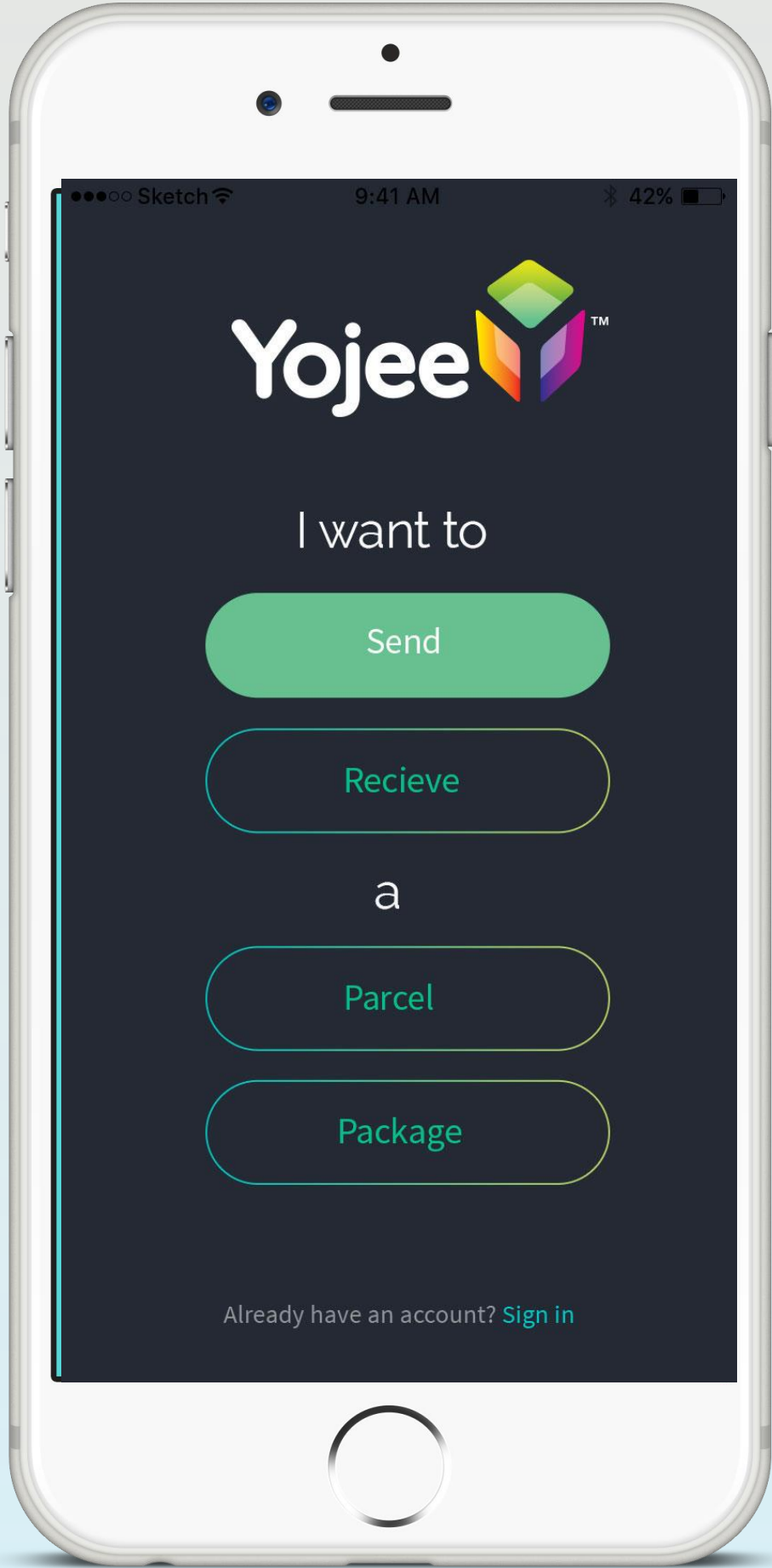
NEW ZEALAND

AUSTRALIA



GOODBYE MISSED DELIVERIES! – A BRAND NEW USER EXPERIENCE

# VIRTUAL ADDRESS REMOVES WAITING





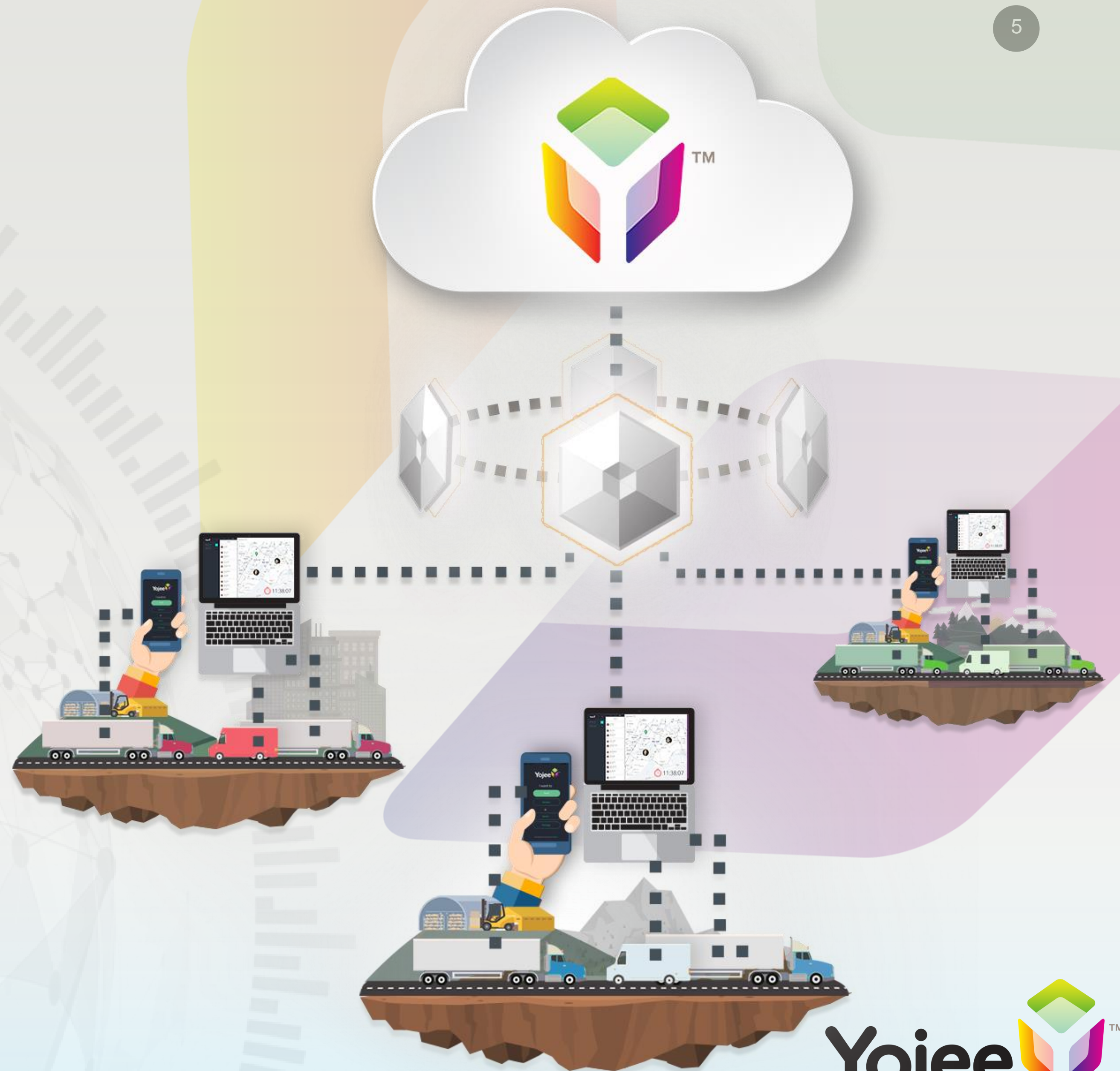
# THE YOJEE COLLABORATIVE SUPERNETWORK

The Yojee platform and software will consist of several components that link and optimize all parts of the logistics ecosystem.

Yojee's focus is to market and generate its own parcel, pallet and container revenue and support the network participants by sending this new delivery revenue into the network.

The information is securely processed and coordinated by the central Cloud Intelligence Platform, which is a semi- autonomous information processing and auditing and finance clearing system, ensuring the delivery is made in the most efficient manner through Big Data and Machine Learning

The network scales rapidly through the participation of partners, aggregating geographical capabilities enabling high volume high frequency and on demand deliveries of goods across the far reaches of the planet on Software Licensed off Yojee to optimise fleets, routing and delivering planning for greater productivity.





# OUR COMPANY

## **S.E ASIA EXPERIENCE**

Singapore based technological start up with vast experience across S.E

## **COLLABORATIVE ECONOMY**

Collaborative economy approach offering blockchain technology to enable the logistics industry to keep up with the boom in e-commerce in an ultra secure and high trust environment.

## **FOCUSED**

Initially focused on South-East Asia< New Zealand and Australian markets

## **TECHNOLOGY LEADERS**

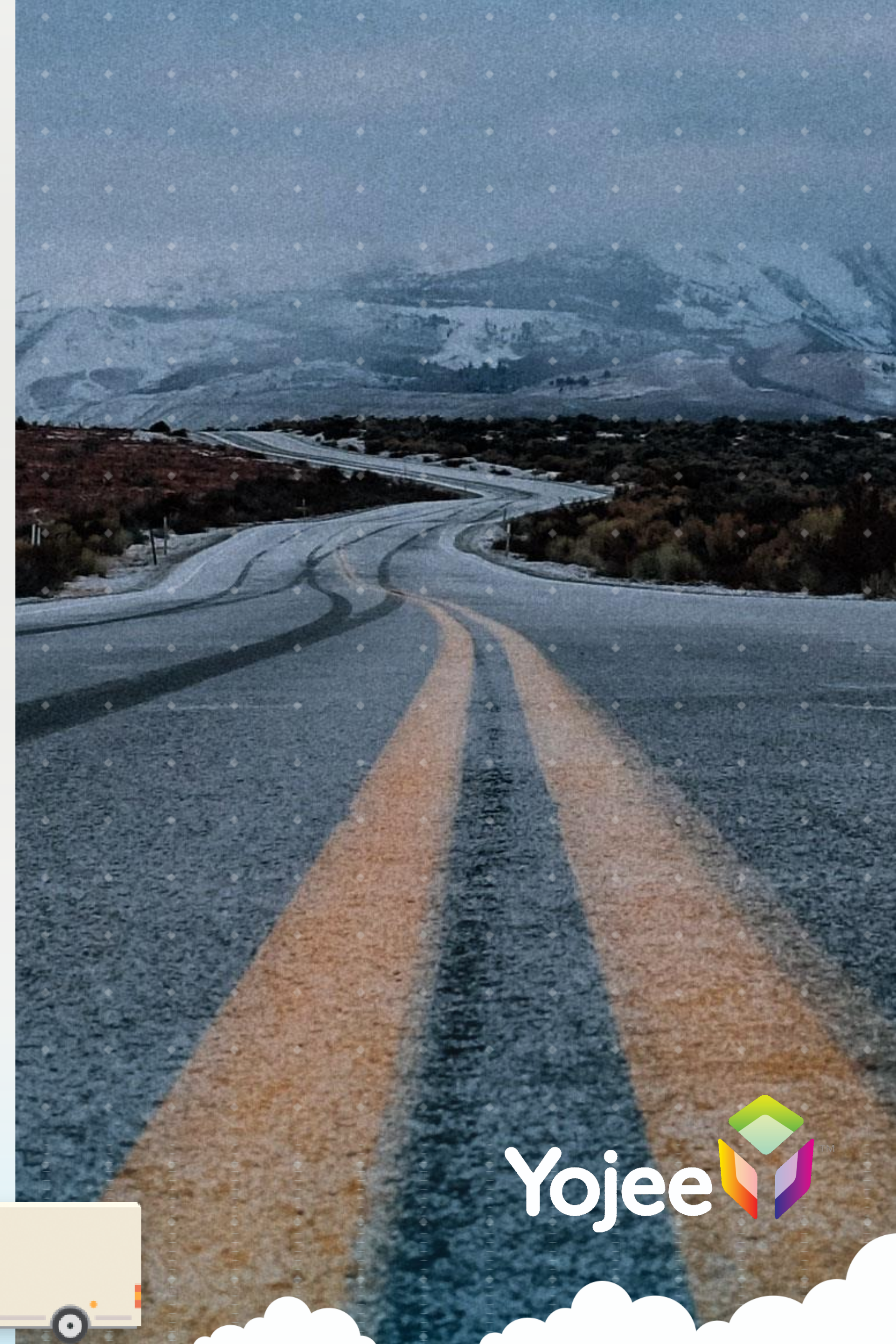
Established to develop a technology platform which aims to digitise and modernise the logistics sector

## **HYBRID DESIGN**

Hybrid design to operate within our outside blockchain depending on preference

## **FORWARD THINKING**

Yojee is a platform built for the future requirements of Supply Chain and Logistics





# MEET THE MANAGEMENT TEAM

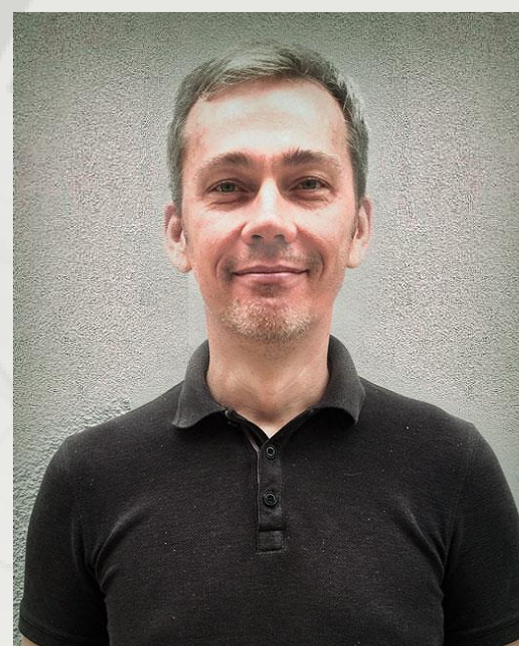


## **ED CLARKE** CO-FOUNDER & MANAGING DIRECTOR

Ed is an experienced technology entrepreneur and enthusiast with extensive experience in taking innovative technology platforms to market in areas such as real-time communication, big data Marketing and e-commerce.

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”.

More recently, Ed was Vice President of Sales and Marketing with Silicon Valley and Asia venture capitalist-backed marketing technology platform, Ematic, which now has more than 80 of South East Asia’s leading e-commerce retailers on its technology platform – a feat achieved within its first 12 months on the market.



## **ANDRAS KRISTOF** CHIEF TECHNOLOGY OFFICER

Andras is an entrepreneur with more than 20 years IT experience. He has previously worked in the US, Japan and Singapore, for small enterprises and large corporations. Andras ran successful projects for Yahoo South East Asia.

As the former Vice President of Engineering, Andras built the team and technology behind viki.com, Singapore's most successful start-up exit.

Andras also co-founded Tembusu Systems, a technology start-up that was building asset management technology using distributed ledger/blockchain technology. The company was successfully funded by a major listed corporation.



## **ROBERT COMLEY** CHIEF COMMERCIAL OFFICER

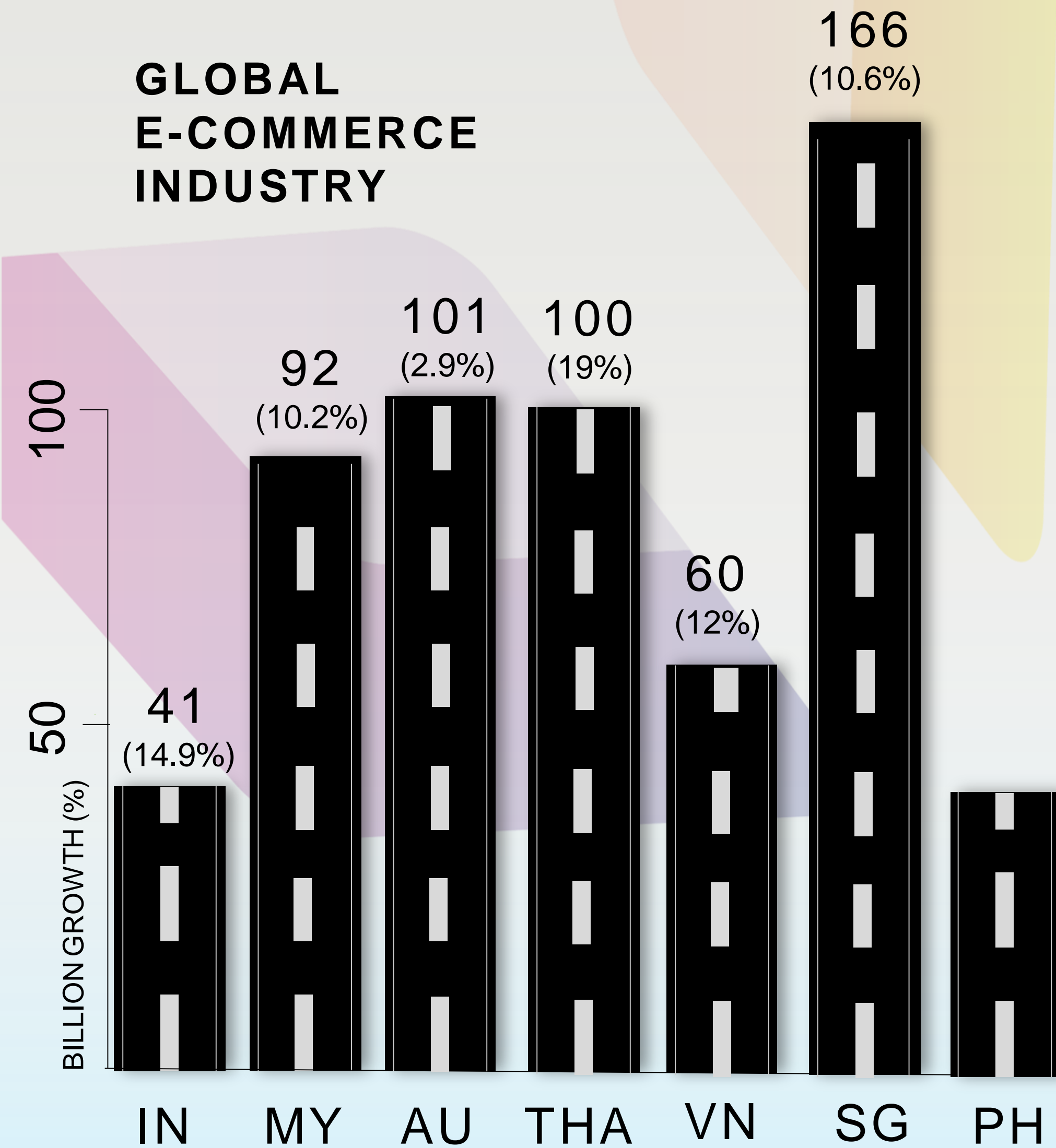
Robert has had a diverse career which has included management roles on both the manufacturing and supply chain industries.

A Bachelor of Business, Robert has significant supply chain experience having held senior Finance, Commercial and Operational management roles within the stevedoring, wharf cartage and rail transport sectors..

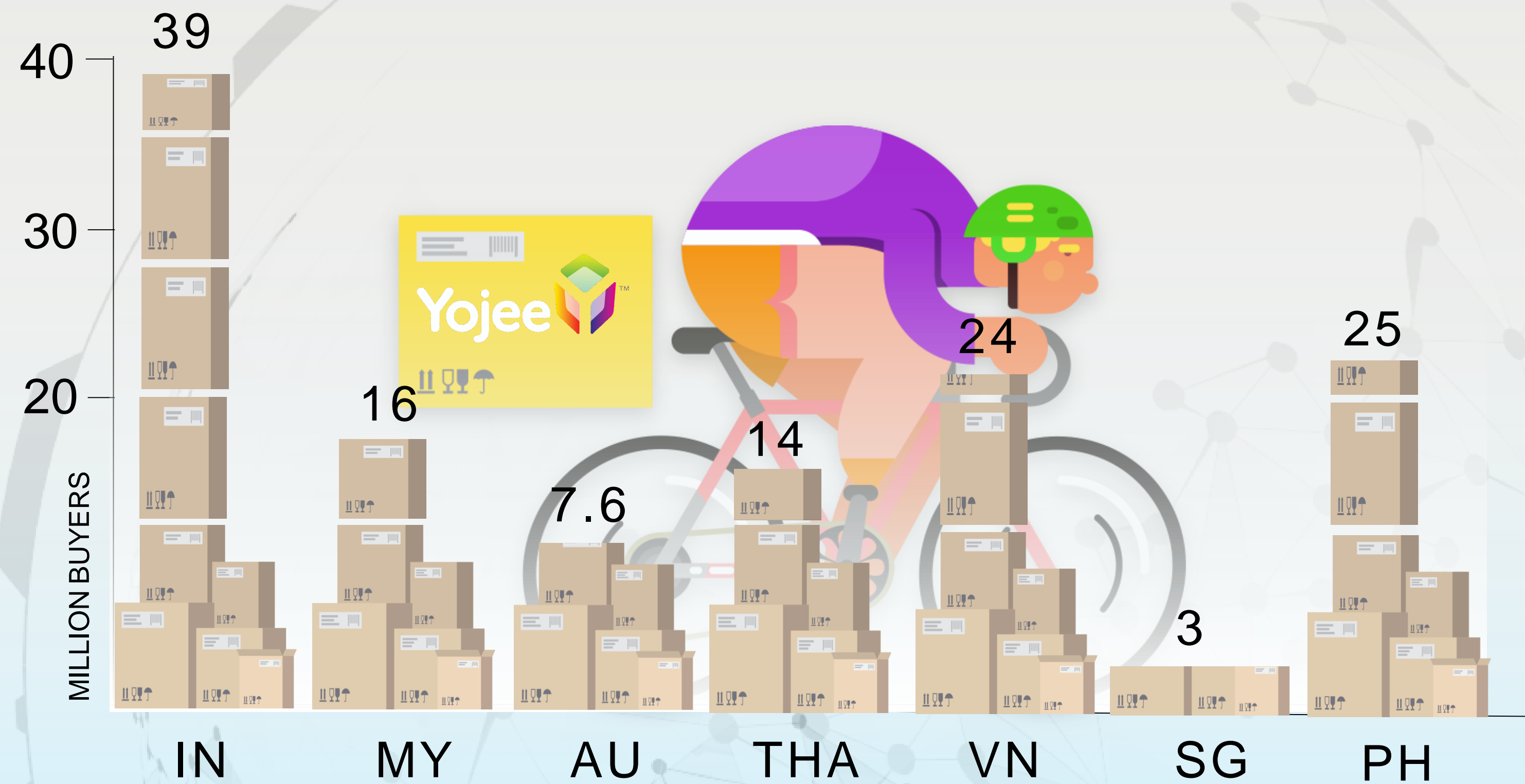
Robert has been heavily involved in process development, re-engineering and technological improvements projects highlighted by his direct involvement managing the IMX Resources containerised iron ore movements from the then DP World Adelaide to China as well as being part of many change management programs.

# SIGNIFICANT MARKET OPPORTUNITY RIPE FOR DISRUPTION

## GLOBAL E-COMMERCE INDUSTRY



## GLOBAL LOGISTICS INDUSTRY





# PLATFORM DESIGN

## BLOCKCHAIN TECHNOLOGY

Platform digitises and modernises the logistics sector and offers future ready blockchain technology to enable greater scalability and access to additional revenue channels.

## NO CAPITAL EXPENDITURE

Yojee aims to scale the globe and operate without vehicle and warehouse value depreciation, enabling a sales, marketing and technology focused organisation.

## USER FOCUSED

Leading design and user experience team simplifying logistics technology, reducing the number of steps to complete tasks and provide beautiful user interfaces for the next generation of operators.

## ARTIFICIAL INTELLIGENCE

Uses artificial intelligence to create a seamless international supply chain, using Big Data to learn and optimise the vehicle, route, time of day and provide superior routing.

## COST EFFICIENCY

Aimed to enable goods to be delivered more cost effectively and efficiently while helping operators access technology only available to the big players.

## UNLIKE UBER

Unlike the Uber model, providers are empowered to retain their and grow their own branded businesses and maintain goodwill whilst supporting with new freight and parcel revenue





OVERCOMING AGE OLD PROBLEMS

## UNIQUE SOLUTION

### CAPABILITY EXPANSION

Connects logistics providers with limited geographical capability to a wider network for greater in territory revenue

### PROFITABILITY

Yojee aims to optimize existing fleets and routes with capacity planning to create higher revenue, greater volume and more efficient

### TRUST

Uses blockchain technology to achieve a greater level of security and trust. 70% of Asia is unbanked and many will only pay on delivery meaning Yojee's unique payment solution enables trust and peace of mind for all.

### GEOGRAPHICAL EXPANSION

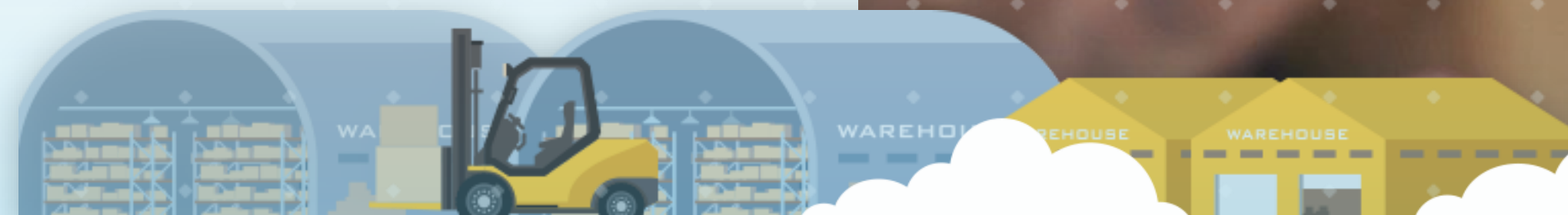
Enables Ecommerce sending to move into new countries and markets and Legacy carriers to enter the Ecommerce delivery space which has historically been inaccessible

### TECHNOLOGY BARRIER

Ensures providers can keep their own branding and existing customer base and make a low risk, licensed based investment to modernize, optimise and uberfy their business.

### MISSED PARCELS

Provides greater flexibility for consumers: parcels can be tracked in real time; delivery destination can be changed even while a parcel is in transit.





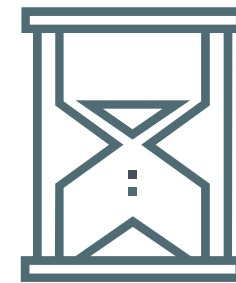
PLATFORM

# FEATURES & BENEFITS

REALTIME HD  
COMMUNICATION



NO MORE  
WAITING TIME  
AT HOME



HIGH RES  
TRACKING



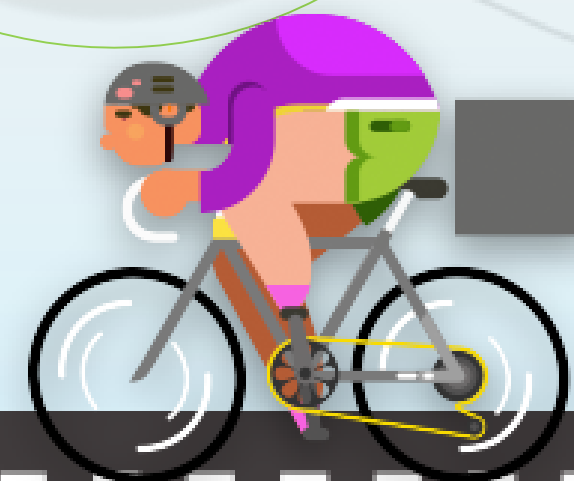
UBER  
EASY



EVERYWHERE  
LIKE DHL

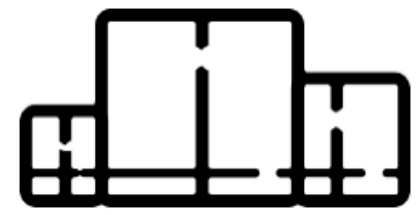


3 CLICK  
SENDING





# CREATING STRONG ADOPTION DRIVERS FOR KEY STAKEHOLDERS



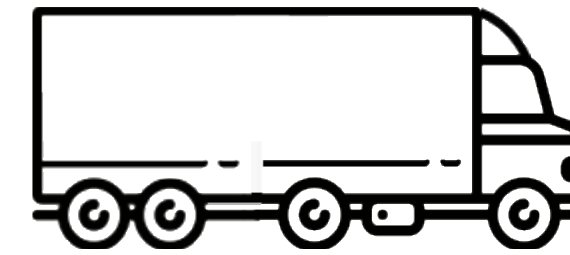
## E-COMMERCE & INDIVIDUALS

- Easier payments
- Better tracking
- Fast and cost effective delivery
- Convenience (Yojee Point)
- Optimised user experience



## COURIERS & LAST MILE

- More jobs Flexibility
- Save on IT costs (white labeled system)
- Best routing optimisation system
- Integrated payments
- Premium features and high quality scheduling



## DOMESTIC LONG-HAUL COMPANIES

- Driver Tracking
- Vehicle Tracking  
Easy communications with drivers
- Simplified driver management and fatigue management
- Fleet optimisation and route insights



## INTERNATIONAL LONG-HAUL COMPANIES

- Innovative full-journey tracking
- Potentially lower costs (by leveraging on going-there-anyway carriers)
- Technology enabled efficiencies for Freight Forwarders



# OUR STRATEGY

## 1. COMPLETE BETA MODEL

Development phase and blockchain component of the platform

## 2. ACROSS THE REGION

Build extensive carrier footprint across the Asia Pacific region

## 3. ROLLOUT 1<sup>ST</sup> PHASE

Rollout of first phase to general market users (senders), key cornerstone corporate customers and key regional carriers within South-East Asia

## 4. LAUNCH

Deploy iOS, Android and desktop software to the marketplace and generate software licensing monthly recurring revenue.

## 5. COLLABORATION

Begin movement of goods through the supply chain across partners and around the globe

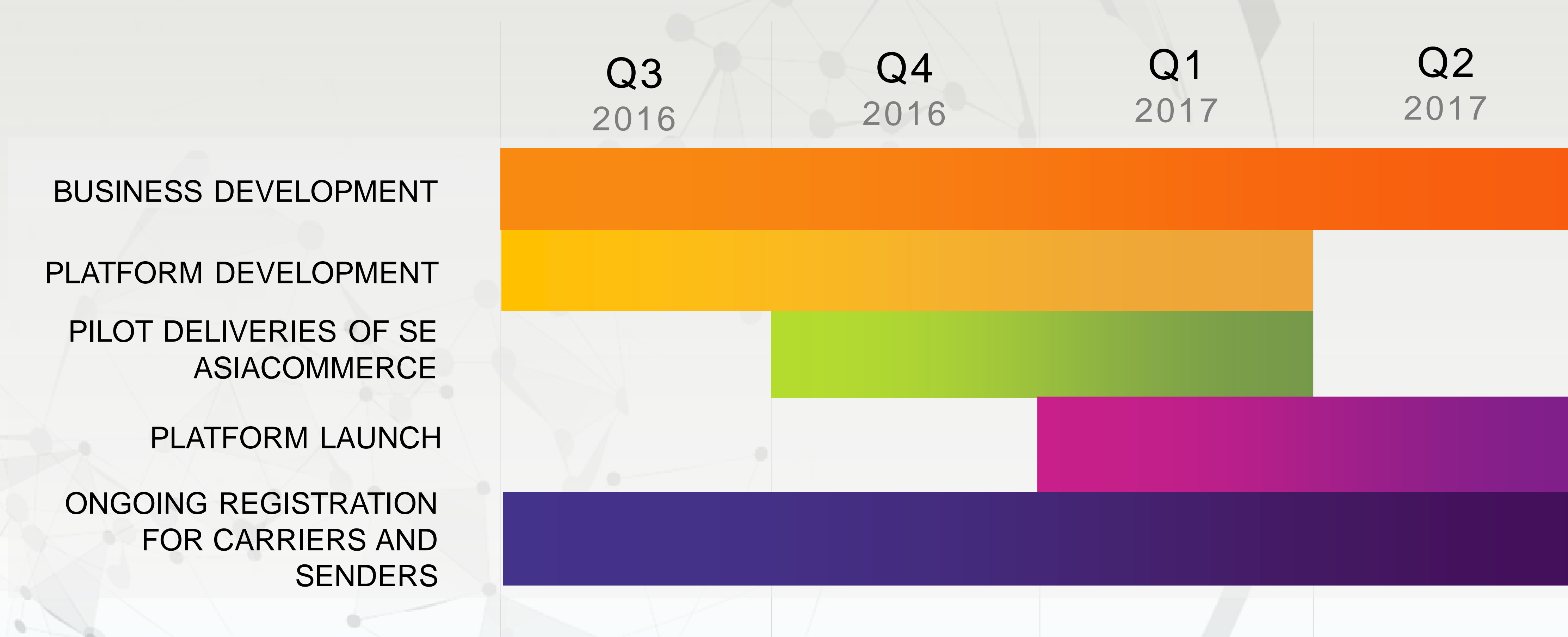
## 6. E-COMMERCE NETWORK

Sign e-commerce senders to utilise the network and generate parcel revenue





# PILOT DELIVERIES OF SE ASIACOMMERCE





## PHASE 1 REVENUE MODEL

# MULTIPLE REVENUE SOURCES

- TRADITIONAL PARCEL DELIVERY – transaction based commissions
- WHITE LABEL OF UBERFYING SOFTWARE – last mile companies of all size (MRR)
- WHITE LABEL OF FLEET MANAGEMENT SOFTWARE – for Logistics companies of all size (MRR)

MRR – Monthly Recurring Revenue





# COMMERCIAL SOFTWARE OFFERINGS

## BUSINESS

Web platform for senders and carriers of all kinds to send small to medium volume items.

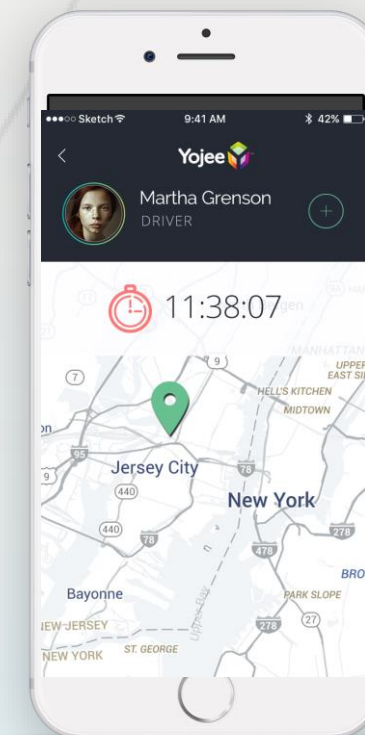
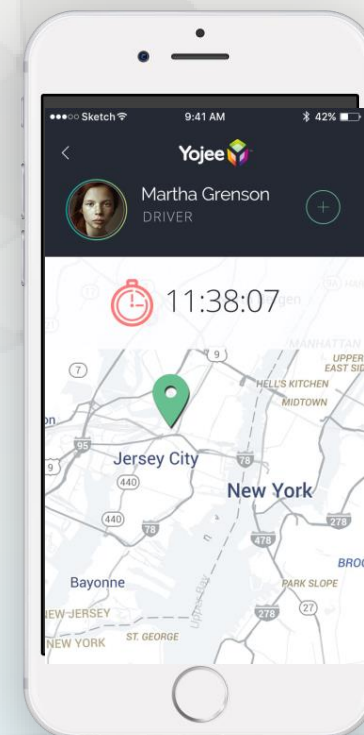


## LARGE BUSINESS

Yojee's web based software to plug into pre-existing logistics solutions and e-commerce websites to seamlessly manage the delivery process.

## CONSUMERS

Best of breed iOS and Android apps to provide an easy and fun service to consumers for on demand delivery across the region.



## SOFTWARE LICENSING

Yojee's Software can be licensed and rebranded (White Labelled) by small or large carriers as part of their service to existing customers to enhance existing offering.



R E C A P

# INVESTMENT HIGHLIGHTS

01. DIGITISING LEGACY BUSINESSES
02. MULTIPLE AND RECURRING REVENUE STREAMS
03. UNIQUE FUTURE READY TECHNOLOGY
04. HUGE MARKET OPPORTUNITY
05. SOLVING DIFFICULT PROBLEMS FOR 2 LARGE INDUSTRIES AND THE 70% OF ASIA WHO ARE UNBANKED
06. STRONG PIPELINE
07. CLEAR STRATEGY
08. ULTRA SCALABLE LEADER IN A HIGH INVESTOR INTEREST MARKET



# INVESTMENT INFORMATION

## CAPITAL STRUCTURE

SHARES ON ISSUE	375,000,000
OPTIONS ON ISSUE <sup>1</sup>	124,000,000
PERFORMANCE SHARES ON ISSUE <sup>2</sup>	200,000,000

NOTE: 1. 100M unlisted options (\$0.02; 5 years); 5M unlisted options vesting on 20 day vwap above \$0.07 (\$0.07; 5 years); 5M unlisted options vesting on 20 day vwap above \$0.10(\$0.07; 5 years); 5M unlisted options vesting on 20 day vwap above \$0.15 (\$0.07; 5years); 7M unlisted options vesting on 20 day vwap above \$0.20 (\$0.07; 5 years); 2M unlisted options (\$0.12; 31 March 2017)2. 50M each of Class A Performance Shares, Class B Performance Shares, Class C Performance Shares and Class D Performance Shares

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THANK YOU  
**Yojee** 

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