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YOJEE LAUNCHES SMART CITY PILOT PROGRAM IN MELBOURNE

- Yojee enters pilot phase of smart cities delivery model
- Program will disrupt the legacy urban freight model which sees 10,300 logistics vehicles causing congestion in Melbourne CBD daily
- Working smarter with innovative technology to reduce congestion and increase delivery per hour and cost per delivery efficiencies

Yojee Limited (ASX: YOJ), a pioneering platform technology company delivering powerful logistics and supply-chain management capabilities via its proprietary blockchain enabled software to the South East Asia and Australian region, is pleased to announce the launch of its pilot smart cities program, focusing on Melbourne's unique smart city delivery model.

Yojee Managing Director, Ed Clarke, said: "This pilot marks the advent of a new way of delivering goods in and out of heavily congested urban locations. One of the biggest challenges facing cities around the world is how to reduce emissions and their carbon footprint. Traffic congestion costs billions of dollars each year so tackling this problem is a priority for both the private and public sectors. There is a huge opportunity to capture significant market share here due to the Yojee platforms ability to route and manage first and last mile deliveries into its national collaborative partner network."

Mr Clarke continued: "This digitised urban last mile model is unique because it does not put additional vehicles on the road, allowing for pedestrian and cyclist couriers to enjoy increased income and tie into the wider national Yojee logistics network from hubs on the perimeter of the city. I think consumers want to support green initiatives and small businesses so this is a really great opportunity to introduce really high volumes of freight into the Yojee network both within and beyond CBD environments and appeal to the wider community. It's great for the economy and great for the environment."

Like most urban centers around the world with swelling populations, Melbourne faces complex urban challenges with around 10,300 logistics vehicles causing congestion daily. To counter this, the city has adopted a smart city approach to collaborate with innovators and technology to improve how the community lives by enhancing day-to-day experiences. Yojee's technology is seeking to make current infrastructure more efficient and reliable and urban logistics should realise significant benefits from this initiative.

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About Yojee Limited

Yojee Limited (ASX: YOJ), a new, future ready platform technology company developing and launching powerful logistics and supply chain management capabilities via its world class block chain secured software and expansive partner network to the South East Asian region.

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