

Transport management for contracted road carrier networks

2 October 2024

Yojee Sales and Growth Market Update

Highlights

- Successful completion of three site deployments for APP in Indonesia
- Several new country and enterprise sales contracts signed
- Growing sales pipeline and consolidation
- Marketing and Customer Success team expansion

Yojee Limited (Yojee or the Company) (ASX: YOJ) is a leading developer and provider of software solutions to the Asian Pacific contracted road transportation industry. Our customers include leading third-party logistics providers, beneficial cargo owners (BCOs) and early-regional transport management technology adopters.

Yojee's mission is to enable Asian Pacific contract road transportation networks to be the world's most reliable, efficient, and sustainable. The Yojee Transport Management System (TMS) enables third-party logistics providers and BCOs to assign loads, manage shipments, and track contracted road carriers' vehicles and drivers in real-time as they deliver their customers' freight.

Major Contracts Update

Yojee successfully completes deployment of its TMS at a further two sites for PT APP Purinusa Ekapersada (APP) in Indonesia. Yojee's TMS is contracted for implementation at six operating paper and pulp mill sites in total in Indonesia (refer to ASX Announcements 24 April 2024 and 23 July 2024). Yojee's TMS has been deployed at these initial 3 sites with integration with APP's SAP ERP platform enabling a secure and fast two-way data exchange. This is resulting in a steady increase in monthly transaction numbers through the platform and growth of the Yojee carrier network.


Deployment of these sites enables Yojee to onboard more of APP's carrier partners with the remaining contracted three mills going live in H2 FY2025. In addition, Yojee's TMS provides gate pass security for site access and driver identification, offering APP real-time security and compliance monitoring. By utilising gate passes, APP can ensure that carriers and drivers comply with operational procedures, while also benefiting from real-time tracking and visibility, enabling more informed decision-making.

With the expansion of the Yojee TMS, APP can centralise their transport operations, visualise where and what the status of all their transport orders are regardless of who the contracted carrier is and optimise daily movements.

Several New Enterprise Sales Contracts Signed and Growing Sales Pipeline Consolidation

The Company continues to grow and consolidate its pipeline with both organic growth from increased usage by existing customers and new customers coming on board. Yojee is focused on expanding and strengthening its relationships with customers and sales channel partners as the Company rebuilds its pipeline framework and targeted marketing campaigns. The Company has a healthy sales pipeline that includes top ten global logistics companies with improved measures and internal reporting.

Yojee has recently won a number of new contracts including both enterprise and national companies. The benefit of these contracts will be seen in the coming quarters following implementation with increased transactional volumes and carriers on the growing Yojee network.



Yojee has recently signed several new enterprise customers including:

- A large South East Asian air freight forwarder piloting in Singapore with the potential opportunity to expand into their other regions. The contract includes integration with WiseTech's CargoWise One forwarding platform, LCL, FCL and Cross Border Transport Orders with expanding volumes into a number of countries across South East Asia (SEA). This is a 12 month contract with a go live date of 1 December 2024 following implementation.
- A small freight forwarder based in ANZ which further proves our integration with the MachShip platform and solidifies connections with over 250 carriers in Australia; Contract includes integration with WiseTech's CargoWise One forwarding platform and MachShips Carrier platform, LCL and FCL with the view to move into New Zealand. This is a 12 month contract that is in the process of going live.
- A small freight forwarder and transport company based in Indonesia with implementation recently completed. This customer is now engaging with other Yojee Enterprise customers to work and collaborate together on the Yojee platform further proving out the Yojee network effect. This is a 12 month contract that has recently gone live.
- A large South East Asian forwarder piloting in Malaysia and Singapore with the potential opportunity to expand into other companies within their wider group; Customer is large mover of ISO tanks throughout the SEA region. This is a rolling month by month contract with a go live date of 1 November 2024 following implementation.

Yojee has simplified its commercial model and contracts by incentivising good behaviour, increased volumes, country expansions, pre-payment and referrals with attractive discounts. Yojee has also made it easier for potential customers to sign up and start transacting resulting in an anticipated shorter buying cycle.

The contracts described are software-as-a-service ("SAAS") contracts whereby customers are charged usage-based fees to use the Yojee TMS. These contracts may contemplate a one-off implementation fee and an ongoing monthly fixed systems integration fee. These contracts are a significant demonstration of Yojee's TMS capability and depth for enterprise customers across SEA. It further proves the TMS' ability to be ERP agnostic and integrate with different customers' existing systems. In addition, this demonstrates the value of the Yojee network with enterprise customers collaborating with others on the network. Based on the nature of usage based contracts where transactions and revenue potentially grow exponentially over time, at this stage The Company does not deem fees to be generated from these contracts to be material revenue.

Marketing and Customer Success Team Expansion

Yojee welcomes new members to its marketing and customer success team as the Company focuses on developing and executing its dynamic marketing campaign. With the ongoing success of the sales team, Yojee translates this to solidifying its customer relationships. We celebrate the success of our customers and its contribution to the growth of the Yojee network.

The Company aims to drive organic growth with targeted customer success for faster sales cycles and improved implementation processes facilitating lower cost of acquisition.

CEO Outlook

"I am pleased and confident in the future of our Company as we continue to see strong growth. Month-on-month, our transactions have been increasing, underscoring the traction we are building across our platform and services. This consistent upward trend is a testament to the hard work of our team and the growing demand in the market.

I'm particularly happy with the impact our new sales team has made, driven by the exceptional leadership of our Chief Revenue Officer, Shane D'Aprile. In just three months, Shane has made a significant positive impact not only on our growth but also on our internal culture, setting a strong foundation for continued success," CEO, Mark Connell.

-ENDS-

For enquiries, please contact

Investor Relations
investor@yojee.com

Connect with Yojee: <https://yojee.com/get-a-demo>


About Yojee Limited (ASX: YOJ).

Yojee's mission is to enable Asian Pacific contract road transportation networks to be the world's most reliable, efficient and sustainable. The Yojee Transport Management System ("TMS") enables third-party logistics providers to assign loads, manage shipments, and track contracted road carriers' vehicles and drivers as they deliver their customer's freight in real time.

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(b) involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward looking statements; and
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Appendix – Industry Acronyms

The following industry acronyms are used in this announcement:

- ANZ: Australia and New Zealand
- BCO: beneficial cargo owners
- ERP: enterprise resource planning system
- FCL: full container load
- LCL: less than container load
- SAAS: software-as-a-service
- SAP: system applications and products in data processing (ERP software)
- SEA: South-East Asia
- TMS: transport management system