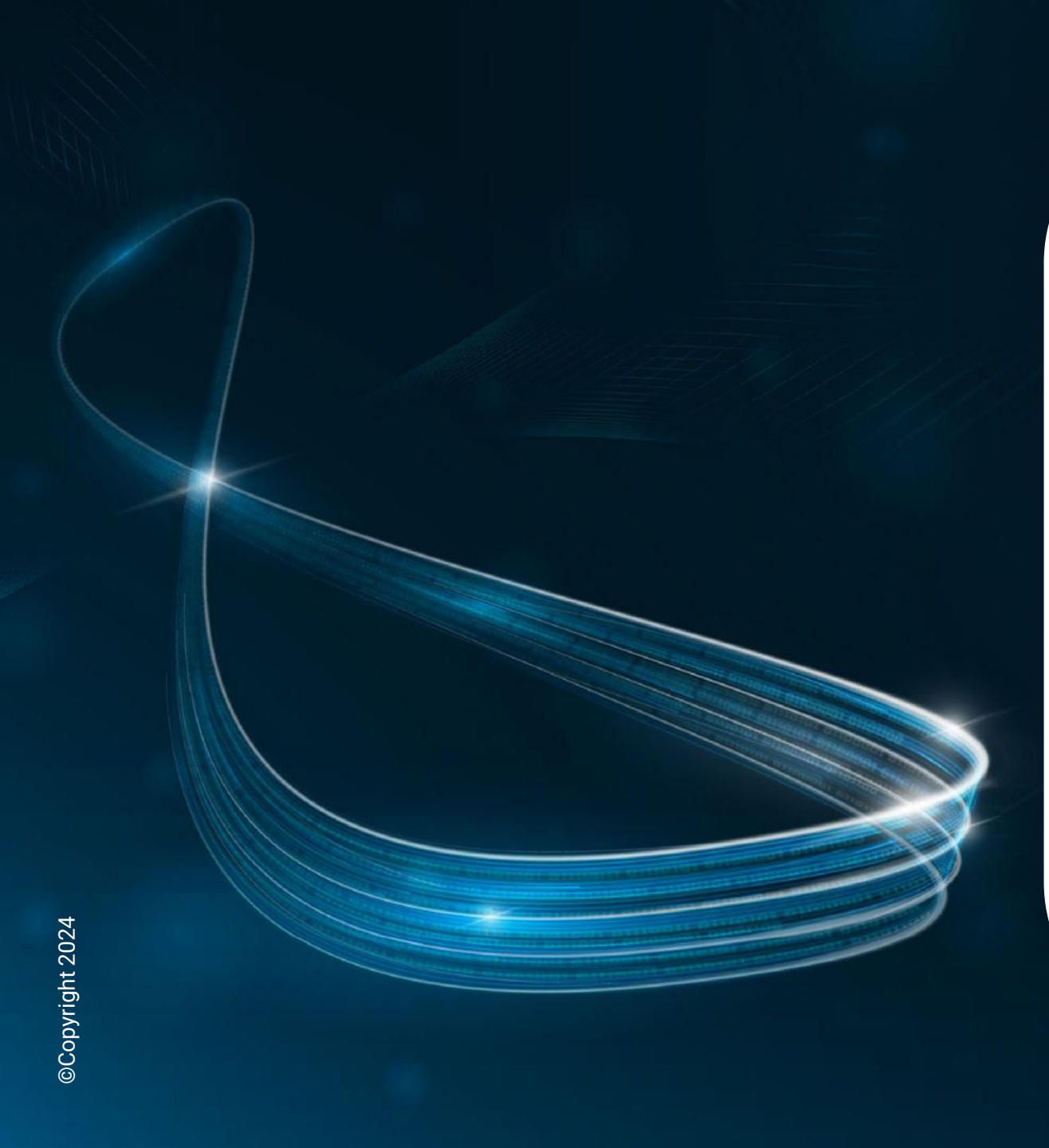

logistics.cloud

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The logistics network for data connectivity.

www.logistics.cloud
hello@logistics.cloud

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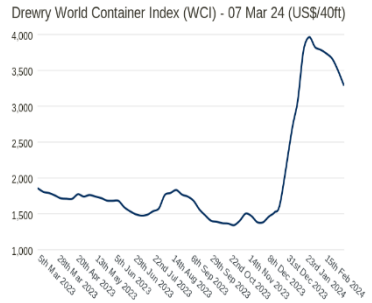
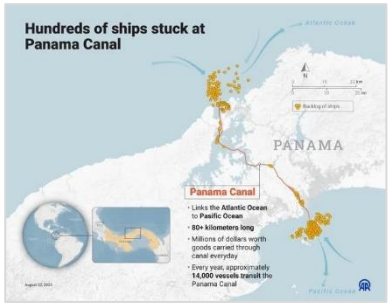
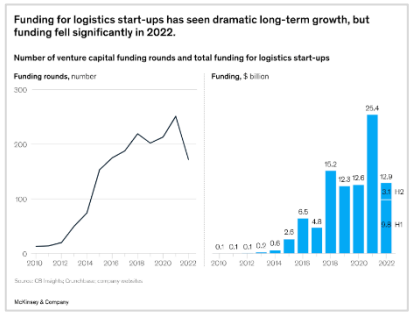
Growth, complexity and fragmentation.

Navigating exogenous factors & digital transformation in logistics.







= Increasing destabilisation of global supply chains

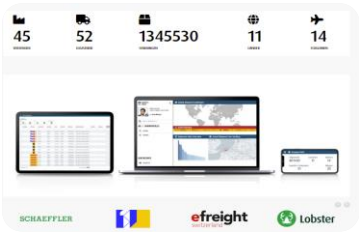
Sources:
1) OECD Summary of „International Transport Outlook 2019“
2) McKinsey Global Institute study “Risk resilience and rebalancing in global value chains“ August 2020
3) Statista “Monthly container freight rate index worldwide 2023-2024”

logistics.cloud

Where logistics.cloud started.

Our milestones.

Founding of Logistics Data Cloud as CVC start-up backed by Lufthansa Cargo, Schaeffler & Siemens



Pivoted to Lobster Logistics Cloud, Millions of shipment data submitted for air, rail and road freight

Product market fit, major partnerships with myleo DSC, Timocom, Riege. A lot of new customers: 450 % CAGR

2018	2019	2020	2021	2022	2023...

PoC as Logistics Data Cloud (LDC) succeeded in 3 months with Siemens, Schaeffler, DB Schenker, Lufthansa Cargo and many other players

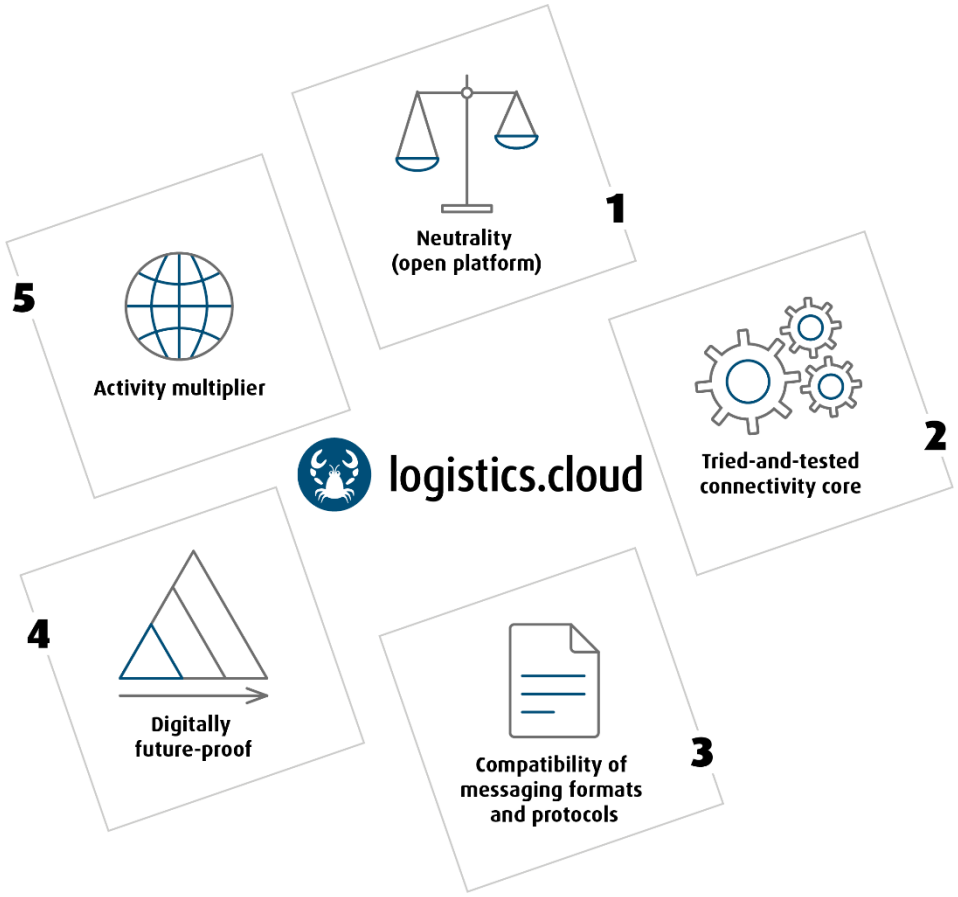
Presentation of marketplace as Linkedin for logistics on DLK*, several investor discussions and negotiations, team growth

New investor FSN, almost 500 user companies, 15 partners and double-digit million revenue...

*DLK = Deutscher Logistik Kongress

High five – five features for one concept.

The logistics.cloud cornerstones.



#1 NEUTRAL OPEN PLATFORM

Open to all service providers, sectors and modes of transport.

#2 MARKET-LEADING TECHNOLOGY

Considerable technical maturity via Lobster Technology: more than 2.500 happy customers since 2002.

#3 COMPATIBILITY OF MESSAGING FORMATS AND PROTOCOLS

High compatibility with all conventional messaging formats such as EDIFACT and cXML.

#4 ARTIFICIAL INTELLIGENCE FUTURE-PROOF

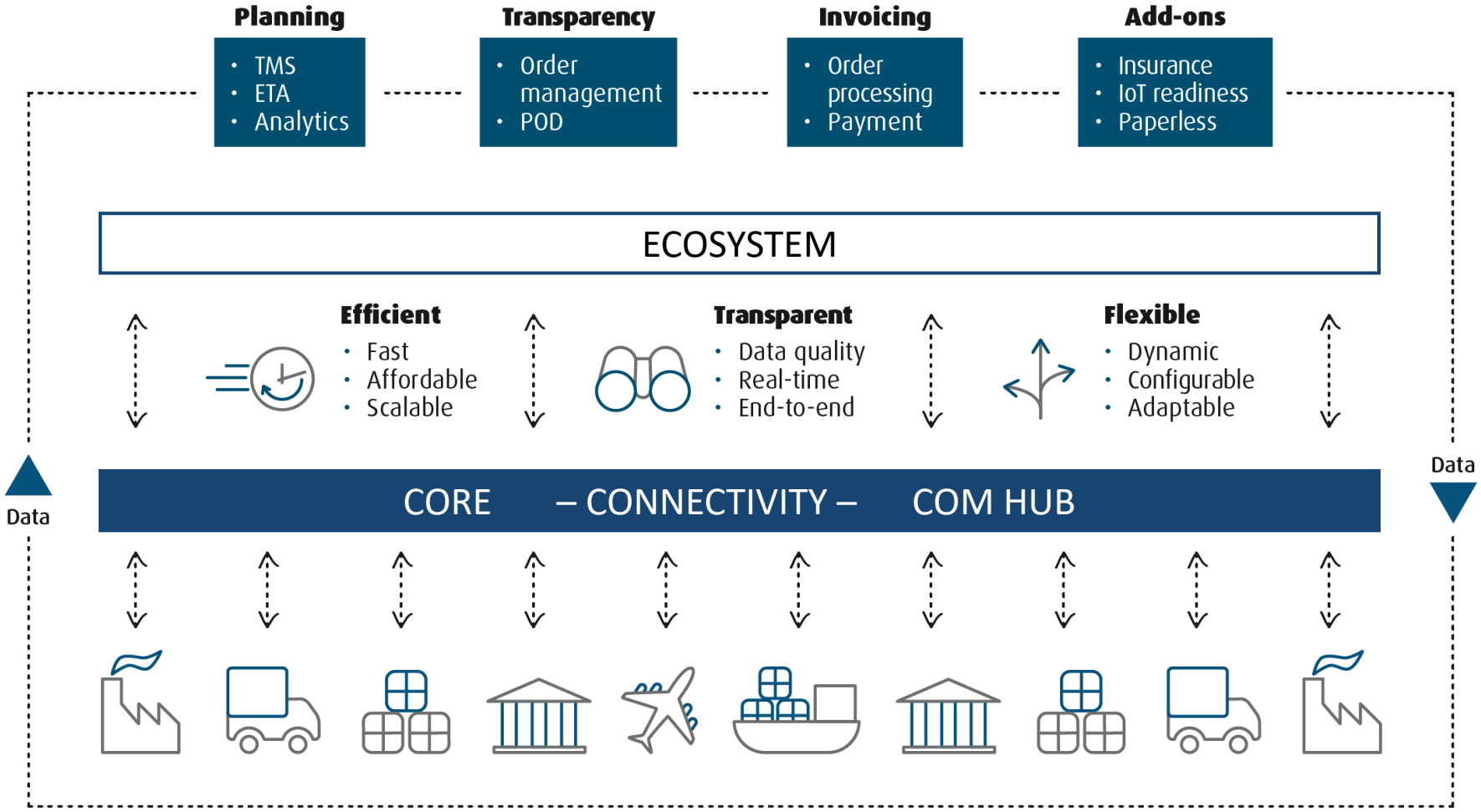
Open to new data formats and technologies (e.g. AI, IoT, blockchain, photos, documents). Hyper Scaler / AWS

#5 ACTIVITY MULTIPLIER

Leading industry player like GS1 or BOSCH L.OS relay on logistics.cloud; Easy integration of data from other platforms, compatibility with other standards (e.g. IATA oneRecord).

Breaking through complexity. with just one solution.

Logistics.cloud. end-to-end transparency. in real time. 24/7



A neutral network for all supply chain partners.

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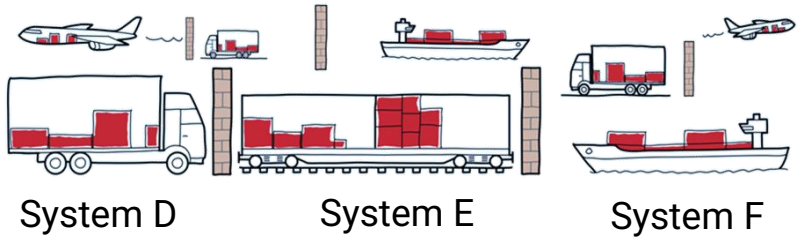
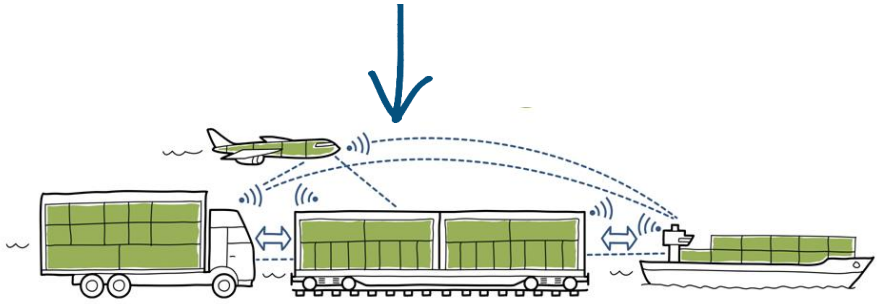
A neutral network to connect your world of logistics.

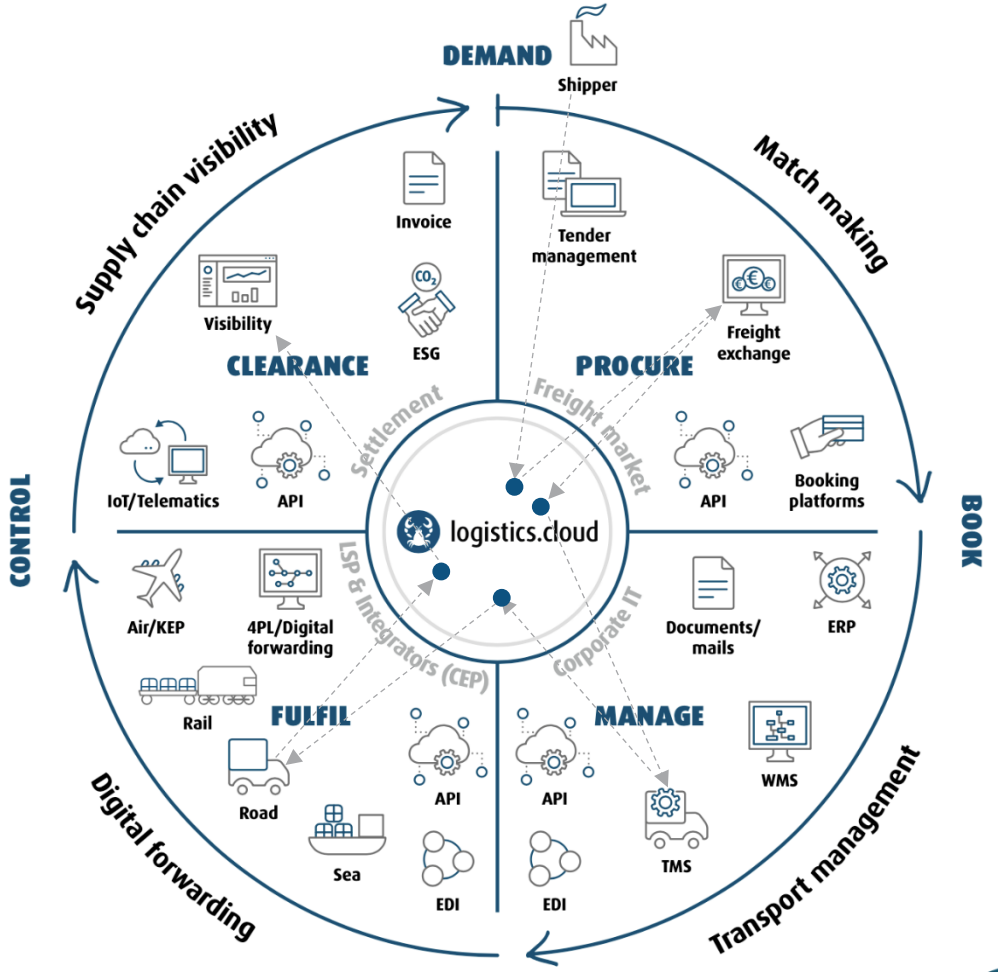
Seamless integration: plug & play interface for all digitalization levels.



DATA FRAGMENTATION ACROSS SYSTEMS



LOGISTICS.CLOUD IS THE SOLUTION TO UNTANGLE COMPLEXITY



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How logistics.cloud started.

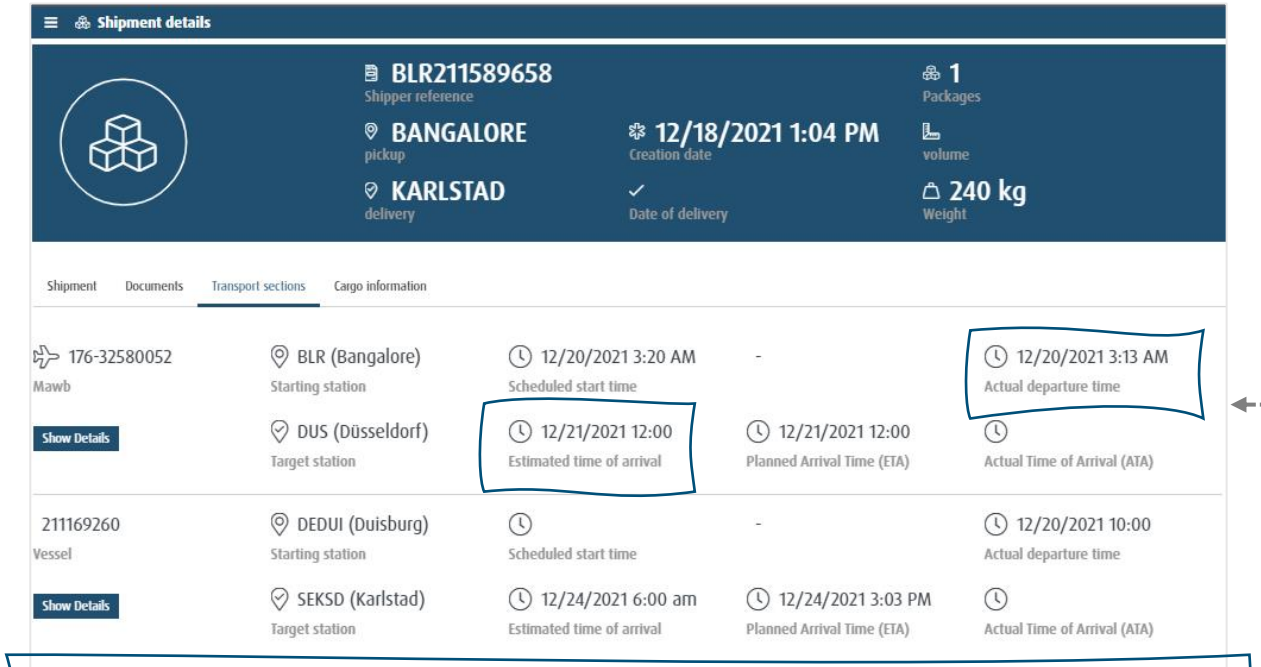
Enhancing shipment visibility, eta and control in logistics.

#1 SHIPMENT INFORMATION

Shipper
Freight forwarders

Shipment time, origin, destination

Involved transport segments
(air, road, rail, sea, inland…etc)



#3 ETA & ATA

ETA (calculated)

ATA (actual arrival)

AIS Data partners

#2 AIS DATA STREAMED TO LLC

Ships

Satellites

MMSI

Geolocation

AIS Data partners

Ship name, MMSI

Geolocation

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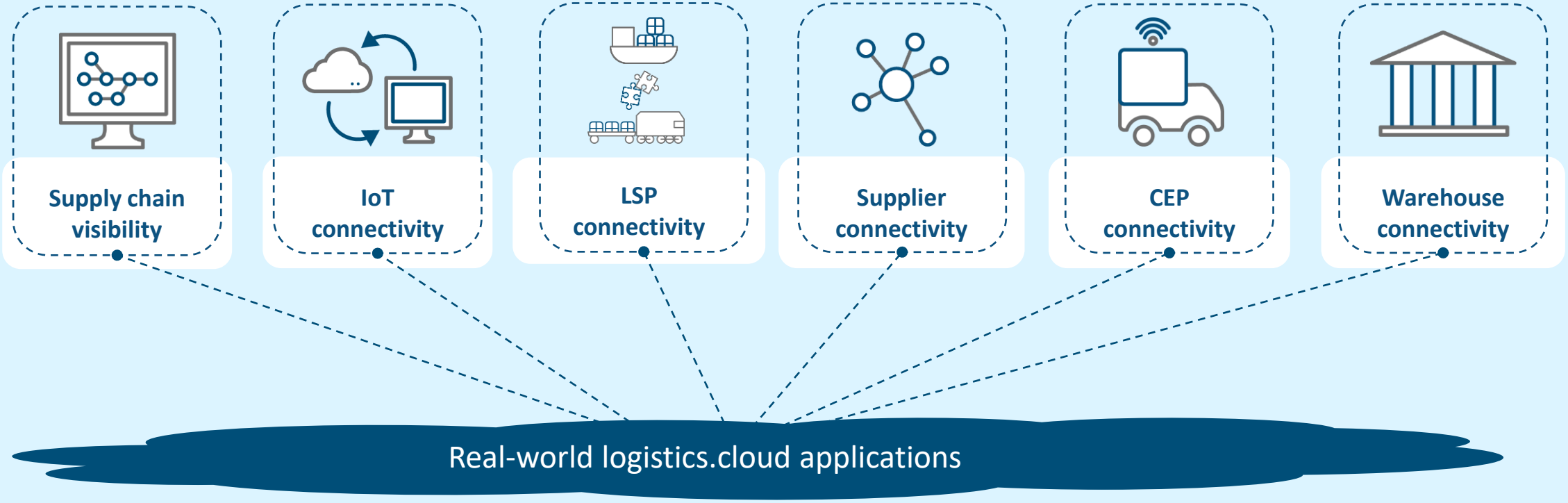
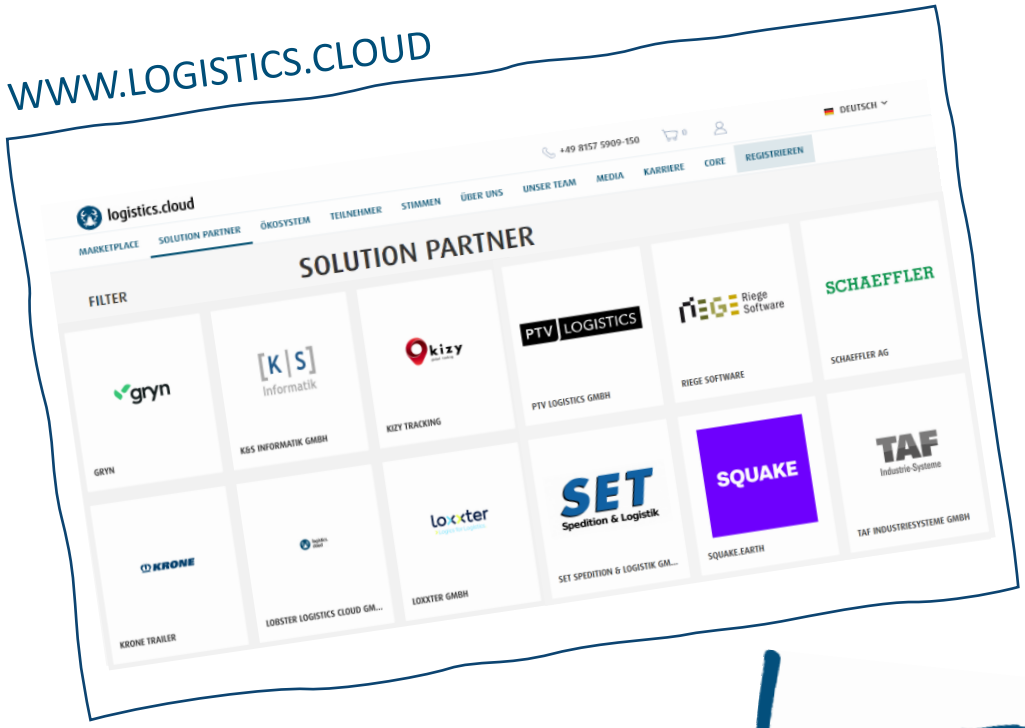
And evolved to lsp and order data steering.

Leveraging network synergies for optimized logistics solutions.



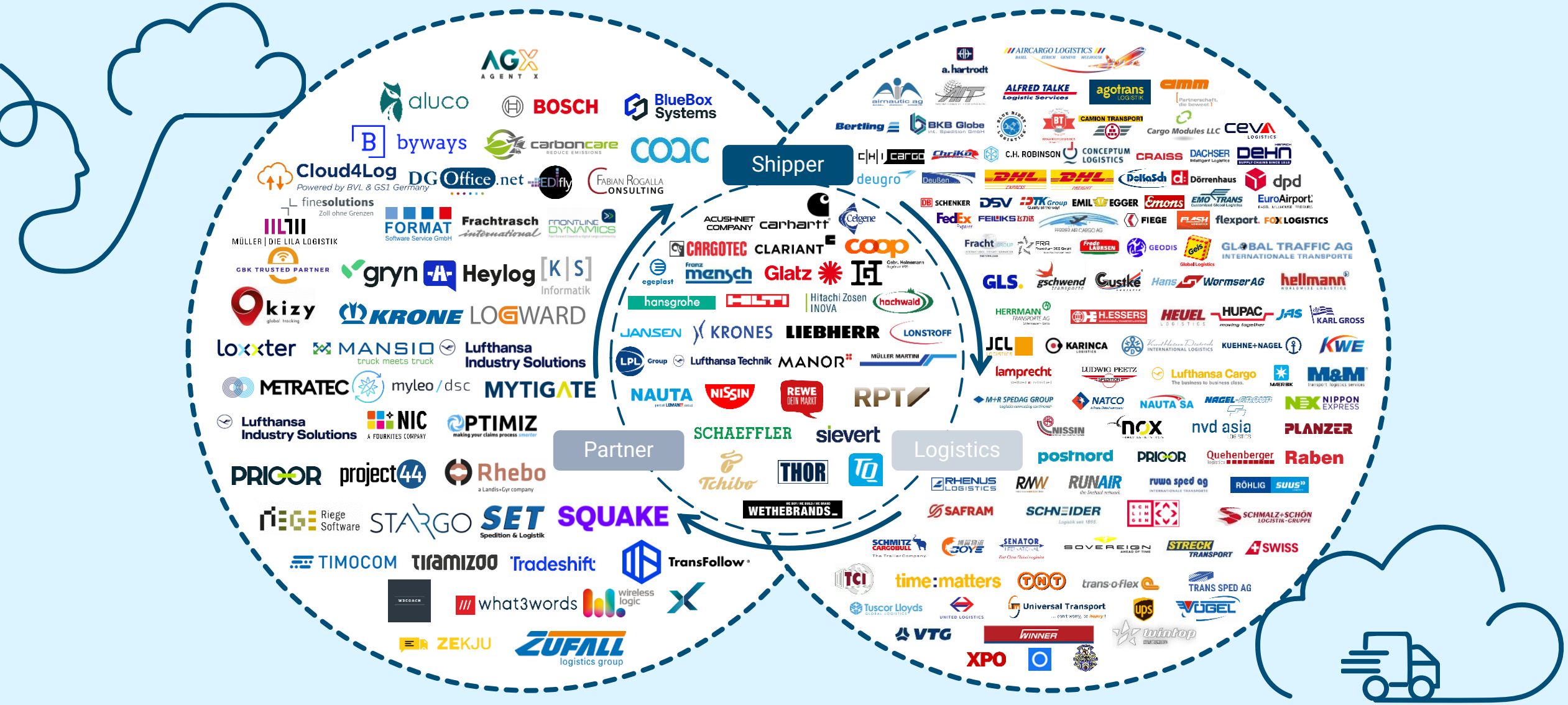
Simplifying logistics: the logistics.cloud marketplace

Marketplace partners develop from solution partners into bookable apps.



ONE-CLICK PURCHASE AND USE OF INTEGRATED LOGISTICS SOLUTIONS

Powering an extensive supply chain network



The right edition. at the right price.

Availability of a wide range of formats and technical flexibility.

EDITIONS	PROFESSIONAL	ADVANCED	LITE
Edition price[1] incl. online access	**€ 3,000 / month**	**€ 1,500 / month**	**€ 500 / month**
Cloud Care Service[2]		**€ 250 / month**	

AS STANDARD WITH ALL EDITIONS:

- Exchange data with connected customers
- Link and reconcile additional shipment information from logistics service provider (LSP)
- Easily connect to our marketplace with more add-ons
- 12 month retention time on logistics.cloud[4]

1 Criteria for the editions Professional | Advanced | Lite:
Number of users: 100 | 50 | 20
Number of annual logistics objects: 1,000,000 | 250,000 | 10,000
Number of use cases: n | 2 | 1
Focus: worldwide | Europe | national
Company size: large | medium | small
For partner business: for each business process that is not yet available on logistics.cloud,
€ 100 per business process and month will be charged / partner to partner: limits may apply
2 Cloud Care Service covers: system integration (mapping) / protocol adapter (SFTP, AS4 etc.) / change requests / maintenance
3 Own cloud instance, connected to logistics.cloud
4 Advanced data storage and processing options available

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Ready to face the world of digital.

With one, single platform for all supply chain partners. logistics.cloud

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