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All Time High, and Beyond

Cargobase announces record ad hoc freight traffic figures



Singapore, 4 January 2017 – Cargobase, the online platform for ad hoc freight, announced today its December results, which include record ad hoc freight traffic figures. This growth marks an all-time high; a growth attributed to new and improved product releases, as well as recent successful sales acquisition of several enterprise accounts, which include Fortune 500 shippers.

These numbers reflect:

- **a 381% growth leap in December**
- **peak of Freight Spend of US\$ 1.3m in one day**
- **a 79% conversion rate, from request to booking**

"Our significant accomplishments in the final quarter of 2016 are a direct result of three key components. One, our collective team focus on delivering an up-to-date platform that provides an efficient experience for our global network of shippers and providers. Two, the global acceptance of smart technology and cross-technology applications to resolve traditional freight issues among both shippers and providers. Three, recent industry movements, recommendations and referrals through word-of-mouth, seem to have positively propelled an industry-wide growing interest to seek trusted ad hoc freight measures and smart and sustainable quick-fixes." Wiebe Helder, Chief Executive Officer of Cargobase shares. "Over the past months, we've built a tremendous amount of momentum that we intend to leverage into 2017 and beyond."

Broader. Deeper. Faster.

In the final quarter of 2016, Cargobase announced several operational expansions, product improvements and feature releases which contributed to the traffic figures. This included the launch

of **Ocean Freight**, a **German Version** release, and the global launch of its **Quick Request** feature, a feature that connects non-logistics staff with logisticians.

Onwards and Upwards

To address broader demands, Cargobase will launch (in the first quarter of 2017) a fully integrated feature for shippers to book **Parcel Shipments**. Shippers can also expect a new **Mobile Application**, **Text Message Notifications** for approvals, a **Spanish Version** of the platform, and an updated **Analytics Dashboard**. All upcoming releases will better enable enterprises to book all possible freight modes through Cargobase, giving companies better control and visibility over their overall spot-buy freight spend.

“Cargobase actively differentiates itself in the market with a two-prong strategy, by placing provider’s-interest and shipper’s-requirements at the front and centre of its approach. The team believes a strong relationship with providers and a deep understanding of shipper requirements - across various industries and regions - is a huge differentiating factor that has led to this tremendous milestone, and will be key to sustaining this growth moving forward.” said Wiebe Helder, Chief Executive Officer of Cargobase.

About Ad Hoc Freight

Ad hoc freight is any freight service that falls outside the regular, pre-planned supply chain, usually procured through a spot-buy process. Typically, ad hoc freight is associated with high costs and inferior management, and puts supply chains at risk.

Ad hoc freight is a multi-billion-dollar market; companies across various industries spend \$350 billion per year on it - a number that is currently growing due to shorter product life-cycles, demand driven production and more complex products.

About Cargobase

Cargobase is a logistics technology company whose focus is on ad hoc freight, a fast-growing logistics niche. Launched in 2014, Cargobase teamed up with Fortune 500 companies and rebuilt the entire ad hoc freight process from the ground up.

The result is an online platform - that supports shippers and providers alike - to manage entire ad hoc freight transaction. This includes quoting, approval, tracking, invoice audit, freight payment and reporting.

More details here www.cargobase.com