



saloodo!
realtime logistics



Your Digital Freight Platform
Powered by DHL



MEA Road Freight Challenges



Inefficient Processes



Fragmented Market which doesn't always meet shippers' requirements



Lack of transparency in reporting systems



Majority of forwarders do not offer online tools for tracking and quote request



No set time to find loads for carriers nor to find carriers for shippers

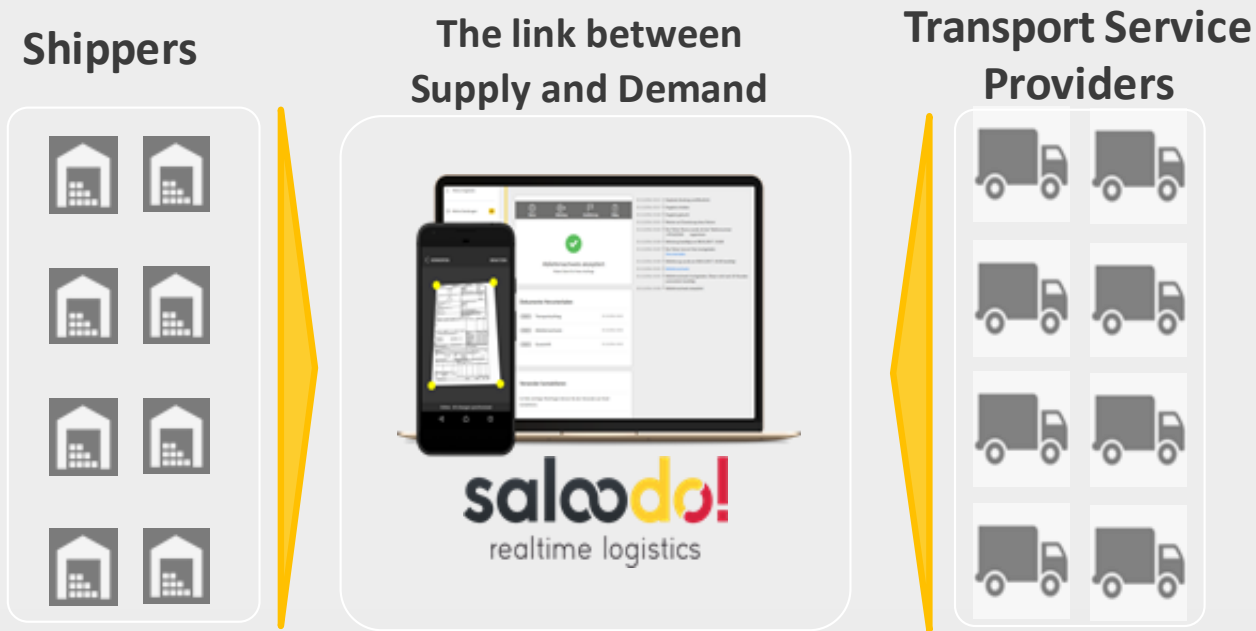


Most road freight service providers operate traditionally



Undetermined price difference between lowest & highest offer

Saloodo! Your Digital Freight Platform



Our Vision: Trust through digital leadership

To be the most trusted, fully digitized real-time logistics company

Use synergies and digitization to optimize cargo space and shorten administration to seconds

Our Mission: Provision of data-driven, customer-oriented and fully digitized processes

Saloodo! offers its customers seamless digitized processes

Our motivation is to deliver real-added value to our customers and simplify their lives

The story of Saloodo!



2017- 2020 The Saloodo! Story



2017

Launch on 19.01.2017 in
Germany
Expansion to the UK and
Poland

2018

More than 10.000 shippers
and 6.000 carriers from 25
countries on Saloodo!
Launch in the Netherlands
and Italy

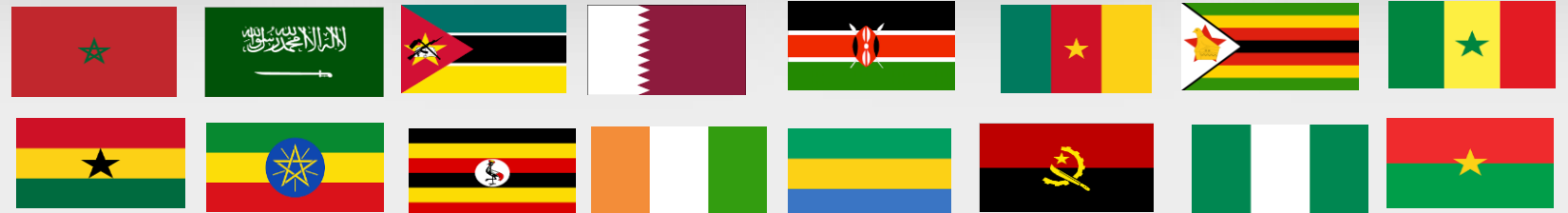
2019

Expansion to MEA

- May: UAE
- Aug: Kuwait
- Oct: Egypt, Oman & South Africa.
- Nov: Bahrain

2020

- Jan – July: full rollout, and live in all remaining countries in the region



Saloodo! MEA Presence

EGYPT

MOROCCO

NIGERIA

SENEGAL

BURKINA FASO

IVORY COAST

GHANA

CAMERON

GABON

ANGOLA

ZIMBABWE

SOUTH AFRICA



TURKEY

KUWAIT

QATAR

UGANDA

OMAN

UAE

BAHRAIN

KSA

ETHIOPIA

KENYA

MOZAMBIQUE

Business Model



Connecting shippers & carriers

Fast. Smart. Reliable.

Saloodo! for Shippers

Large carrier network

Get access to more than 200 carriers. Every carrier is thoroughly checked beforehand



Transparent prices

See all offers proposed for your transport request and choose what fits best to your transport requirements



Paperless documentation

Access documents such as the proof of delivery or invoices directly in your dashboard within seconds.



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Saloodo! for Carriers



FTL & LTL transports

On Saloodo! more than 1,000 shippers publish their transport requests



Payment Terms

Fast and secure payment & credit facility available with DHL submitting the proof of delivery



Rate Cards

Fix Rates on selected routes & truck types



Whatsapp Integration

Now offers can be submitted via Whatsapp



Shippers

Our customers



Main Features Shipper



Optimized Pricing

Standardized rates both on ad hoc basis and ratecards for longer validity



Carrier vetting

Saloodo! vets all carriers according to the DHL Supplier Code of Conduct and local regulations



All products

FTL & LTL solutions for whole MEA market



Multiple Languages

Saloodo! Website available in English, French, Portuguese, Arabic, Turkish...



DHL Contract

Peace of mind thanks to contractual relationship with DHL



Live Tracking

Track your shipment location live



Live Chat

With our customer service on our website

Process for Shippers

A simple process to get competitive offers
from our 200+ vetted carriers

Registration

- Register for free
- Manage your company profile
- Invite your colleagues and work together

01

Request

- Saloodo!'s Smart Shipment Wizard

02

Offers

- Receive multiple offers for your transport request from more than 200+ verified carriers and compare them

03

Booking

- Simply book the offer that best matches your transport requirements and choose between our many payment methods

04

Status

- Track the progress of each transport order Receive timely updates of your shipment from Pick-up to delivery

05

Documents

- Download documents directly from your Saloodo! dashboard, or let them be sent to you via email

06

Carriers

Our customers



Main Features

Carriers



Paid within 30 days

Fast processing of payment within 30 days.

1

One contact & contract partner

Saloodo! Powered by DHL is the sole contractual partner and single point of contact.



Search alerts & Filters

Save preferred routes and receive notifications when a transport request is submitted that matches your searches.



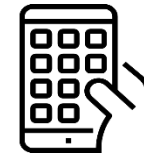
Free of charge

Saloodo! is 100% free for carriers. We do not charge any fees for registration and use.



Whatsapp Feature

Now offers can be submitted via Whatsapp



Drivers' App

Saloodo! Drivers' app In multiple languages for Drivers to mark timestamps



Rate Cards

Submit fixed rate cards by route and/or truck type

Process for Carriers

Fill your truck capacity with FTL shipments

Registration

- Register for free
- Invite unlimited number of employees
- Notifications about transport requests on your preferred routes

01

Request

- Upload your documents, and get vetted in less than 24h

02

Offers

- You can enter offers manually on your Saloodo! dashboard, or automatically if you provide a rate card / fixed rates, and rapidly now via Whatsapp

03

Booking

- You will get notified when the shipper books your transport offer & via email.

04

Status

- The progress of each transport is visible on Saloodo! and the Saloodo! driver app.

05

Documents

- Get paid within 30 days after the proof of delivery has been successfully submitted

06

do! it fast.

We guarantee shippers fast quotes, fast bookings and a fast payment to our carriers.



do! it smart.

We provide smart assistance to shippers and carriers with our data and AI powered platform.



do! it reliable.

We are a reliable business partner to shippers and carriers.





Thank y a