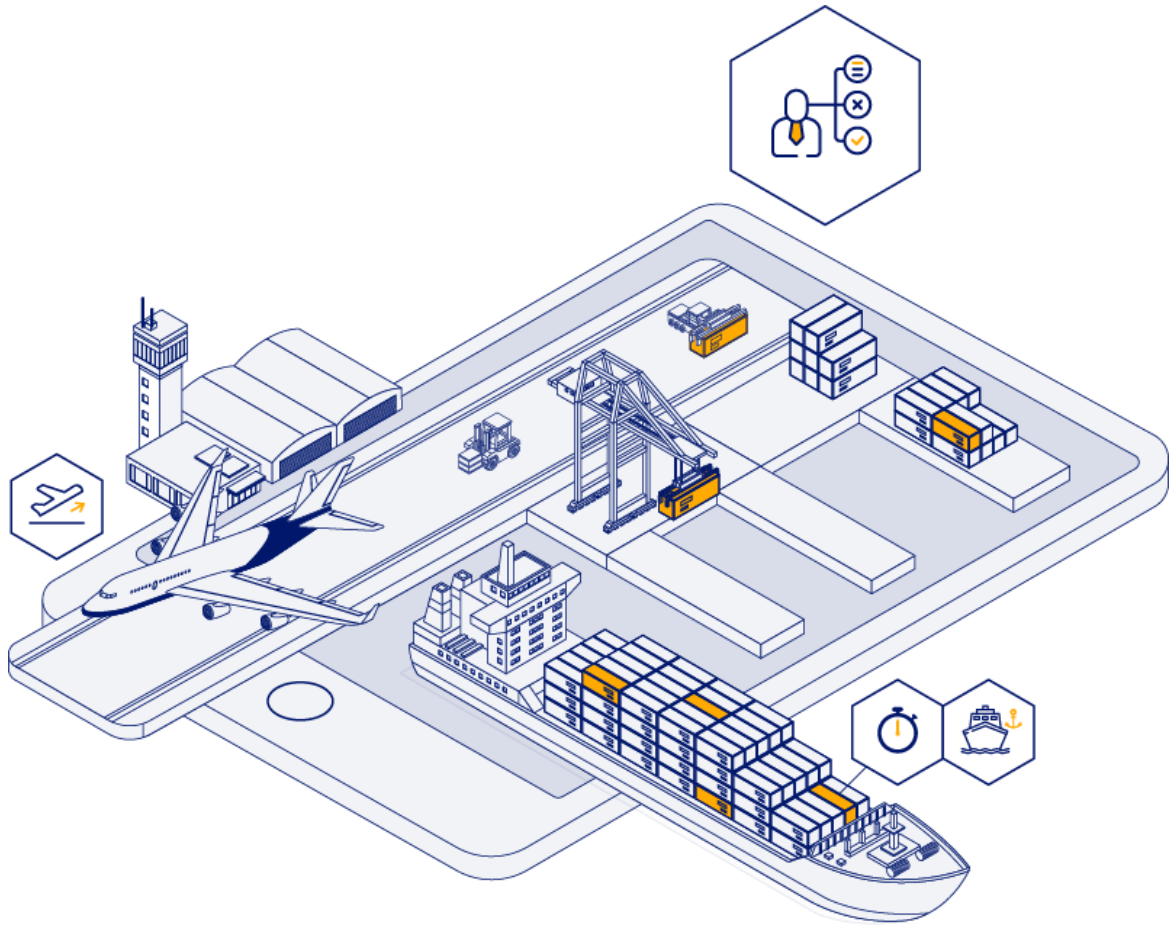
GLA 2025 AGM
Bangkok, Thailand
27th - 29th April
Millennium Hilton Bangkok
36 YEARS OF MAKING A DIFFERENCE GLOBALLY
ANNUAL GENERAL MEETING
GLA
Bangkok Thailand

BlueBox CARGO
GLA
GLOBAL LOGISTICS ASSOCIATES
ESTABLISHED IN 1989

Delivering Cargo Visibility

for freight forwarders and their partners

START DIGITIZING NOW



28.04.2024 **Martin Bernemann CTO**

What is BlueBox

BlueBox CARGO

GLA GLOBAL LOGISTICS ASSOCIATES ESTABLISHED IN 1989

Combined Solution for Air und Ocean Visibility & Automation of User Experience

Overview of all sea and air freight shipments on an **intuitive dashboard**

Predicted ETA calculation to identify Connection at **Risk**, **Delays** as well as **Split** Shipments, all made transparent to users

Powered by AI

Detailed reports for analyzing shipment and carrier performance/compliance and trade lanes

AI powered user interaction - *Ask what you want instead of searching for what you need*

Powered by AI

CO2 calculated for each shipment/container

Key Benefits

- Visibility Platform: Real-time shipment tracking & carbon footprint optimization.
- Full integration of UI and API and support for mixed use cases
- Workflow Automation: Seamless partner collaboration with minimal IT investment.
- Scalable: Simple subscription-based pricing per transaction.
- Extremely easy onboarding and integration. UI / Email / UI

BlueBox is not just a software—it's a logistics revolution. Our easy-to-deploy, AI-powered platform empowers businesses to reduce costs, enhance efficiency, and stay ahead of market disruptions.

Join 1,000+ companies already transforming freight with BlueBox. Get started today!

The next frontier - Collaboration

The digitization of Port -2- Port for Air and Cargo, highlighted that international collaboration is an area which needs innovation.

Observations;

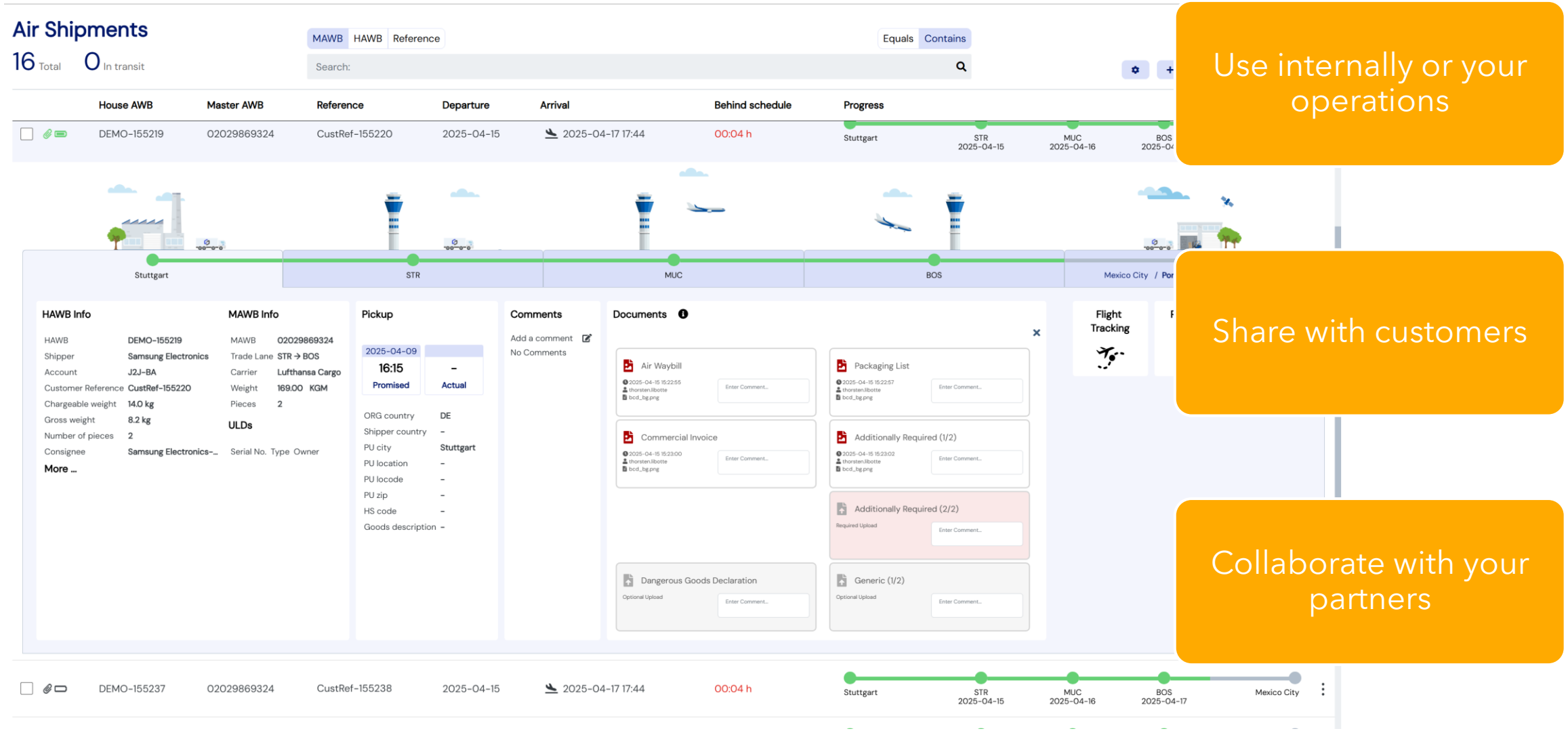
Frequent customer and partner calls and emails lead to increased routine work

Over 50% of global freight shipments involve multiple partners with fragmented, semi-digitized processes.

High technical diversity, lack of industry standards, and excessive manual handling increase inefficiencies.

Rising compliance demands, and customer expectations require real-time transparency and automation.

Reduce calls and emails – Share information



Use internally or your operations

Share with customers

Collaborate with your partners

Document Sharing

Extending BlueBox with a document repository to support global collaboration between partners

Import / Export shipments Overview and Document repository

Simplify and standardized collaboration, but flexible so it fits into how you operate

Use UI or Email attachments or API for full integration

AI powered reading of document content

Ideal for situations where partners have different procedures

Optional Track and Trace when requested - uplift your services as a value-added service

TODAY - Ongoing Data model trials

Functional Test ready in January with Trans-global and 4 partners

Go live June / August

Document Status

Document status in one point

	All shipments	Documents Completed			Shipments with Incomplete Documents								
							Compared to ETD or promised Departure						
		# Completed	Acknowledged	Pending	# Incomplete	In-Transit	+96 hours	<96 hours	<48 hours	<24 hours	< 8 hours	d	d
Outbound	**151**	**101**	**80**	**21**	**50**	**20**	**15**	**5**	**5**	**0**	**1**	**4**	**97%**
Air Cargo	**81**	**78**	**70**	**8**	**3**	**1**				**1**	**1**		
India	40												
Partner name 1	21	18	18	0	3						1		
Partner name 2	19	19	11	8									
China	28	…											
…													
Ocean Cargo	**70**	**61**	**59**	**2**	**9**	**6**		**2**			**1**		

Click me to drilldown

See document completeness

Drill to shipments

Have status reflected in your systems

Non-Delivered/Completed shipments

	All shipments	Documents Completed			Shipments with Incomplete Documents								
							Compared to ETD or promised Departure						
		# Completed	Acknowledged	Pending	# Incomplete	In-Transit	+96 hours	<96 hours	<48 hours	<24 hours	< 8 hours	d	d
Inbound	**296**	**201**	**157**	**44**	**95**	**8**	**28**	**7**	**14**	**22**	**9**	**7**	**84%**

Collaboration

Our solution is a ONE Collaboration Network, means that you only need a single interface to the world.

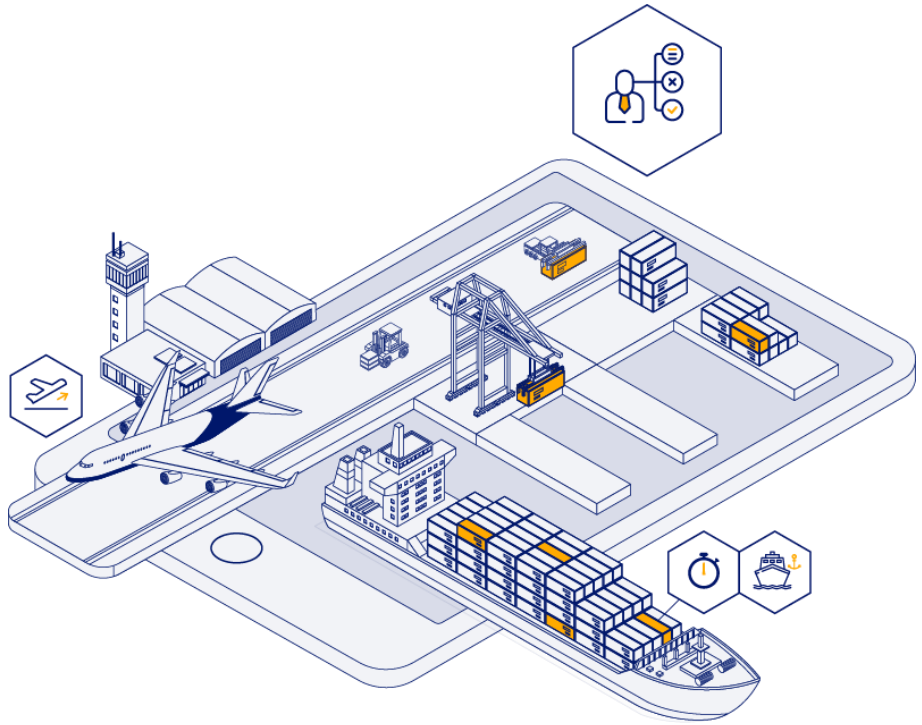
BlueBox is the next-generation cargo visibility platform

✓ **Automate workflows**, pre-alerting, and document exchange.

✓ **Real-time tracking** and AI-driven predictive insights.

✓ **Seamlessly integrate** with TMS/ERP systems to enhance operational efficiency.

✓ Use **AI Copilot** for smart, interactive logistics management.



BlueBox: The Future of Freight Visibility & Automation

Transforming Global Trade with AI-Driven Digitalization

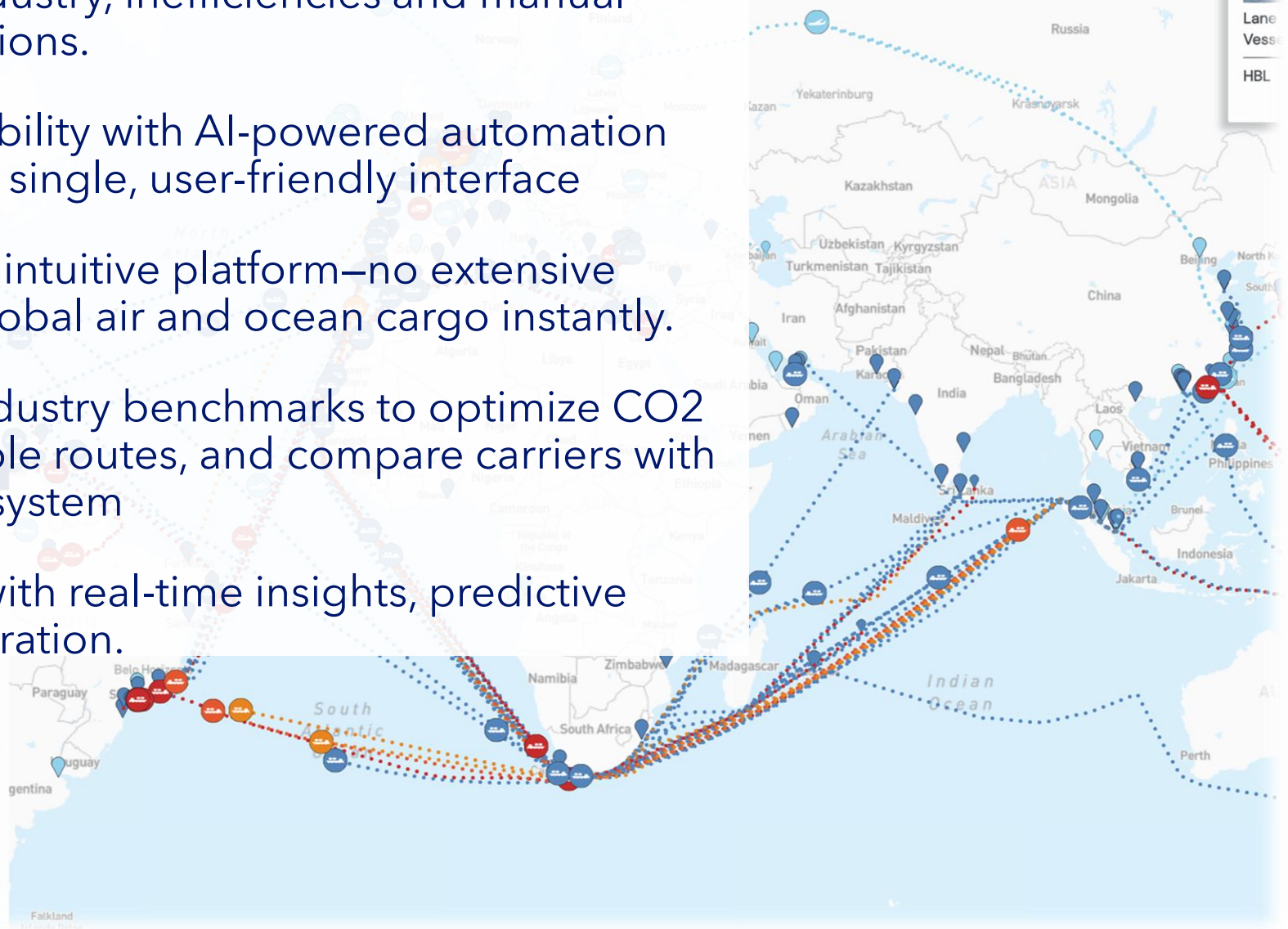
Backup

Advantages

- In today's fast-moving logistics industry, inefficiencies and manual processes slow down freight operations.

- BlueBox revolutionizes freight visibility with AI-powered automation for air and ocean cargo– all within a single, user-friendly interface

- Get started in just 1 hour with our intuitive platform–no extensive training required. Track and trace global air and ocean cargo instantly.

- Gain access to global air cargo industry benchmarks to optimize CO2 emissions, select the most sustainable routes, and compare carriers with our Platinum-to-Iron cargo ranking system

- We empower freight forwarders with real-time insights, predictive analytics, and seamless digital integration.