WiseTech
GLOBAL

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September 2016

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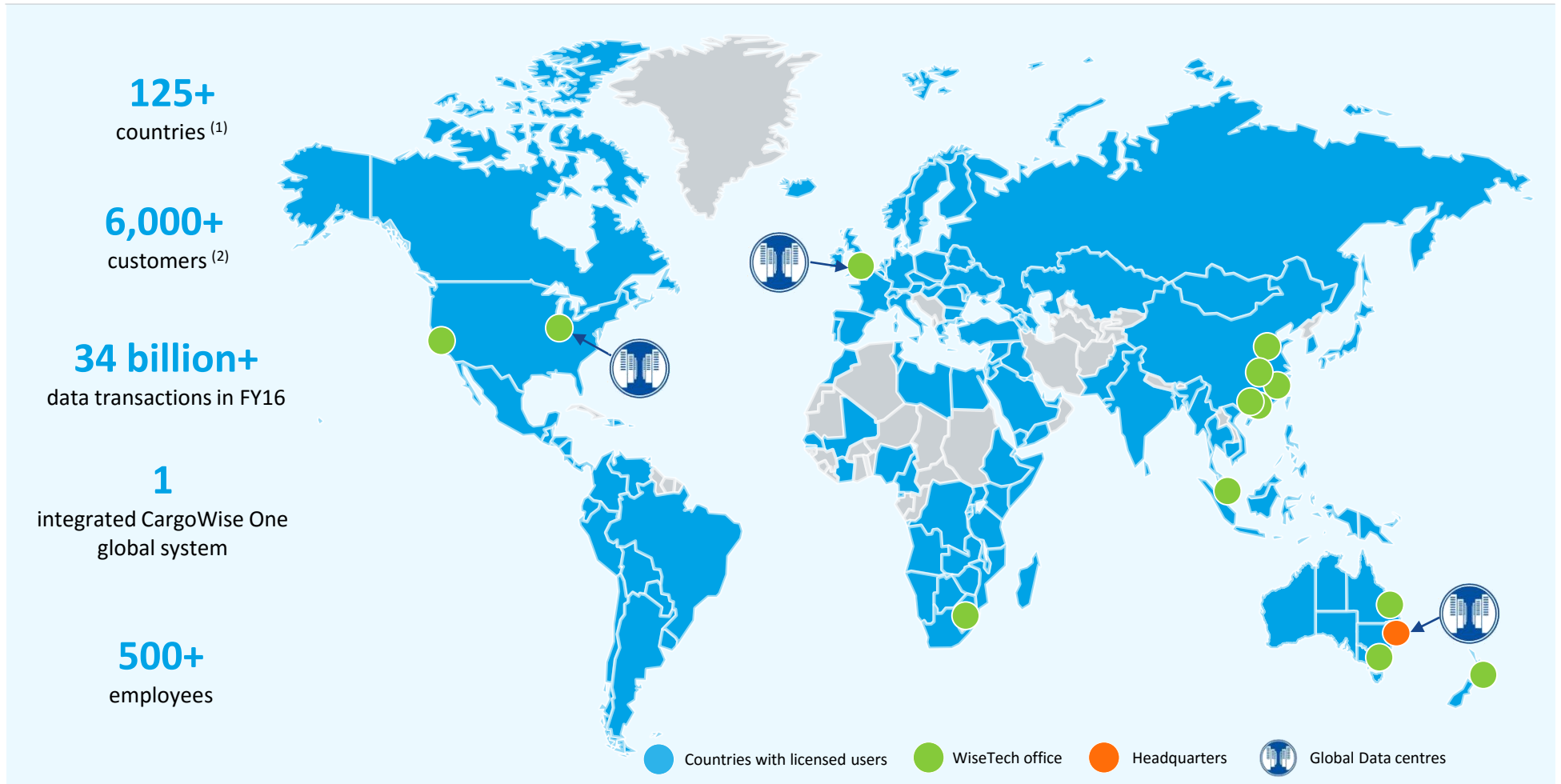**THIRD PARTY INFORMATION AND MARKET DATA**

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A leading provider of software to the logistics industry globally

125+
countries [1]

6,000+
customers [2]

34 billion+
data transactions in FY16

1
integrated CargoWise One
global system

500+
employees

Countries with licensed users   WiseTech office   Headquarters   Global Data centres

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Industry overview
logistics & software

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Logistics industry – moving goods and data

Movement of goods <u>requires timely movement of accurate information</u> across the supply chain

A myriad of logistics suppliers are needed across the supply chain.
Information moves ahead of, alongside and behind the physical goods as they move through the supply chain.
Data speed, accuracy, timeliness and quality is <u>essential</u>
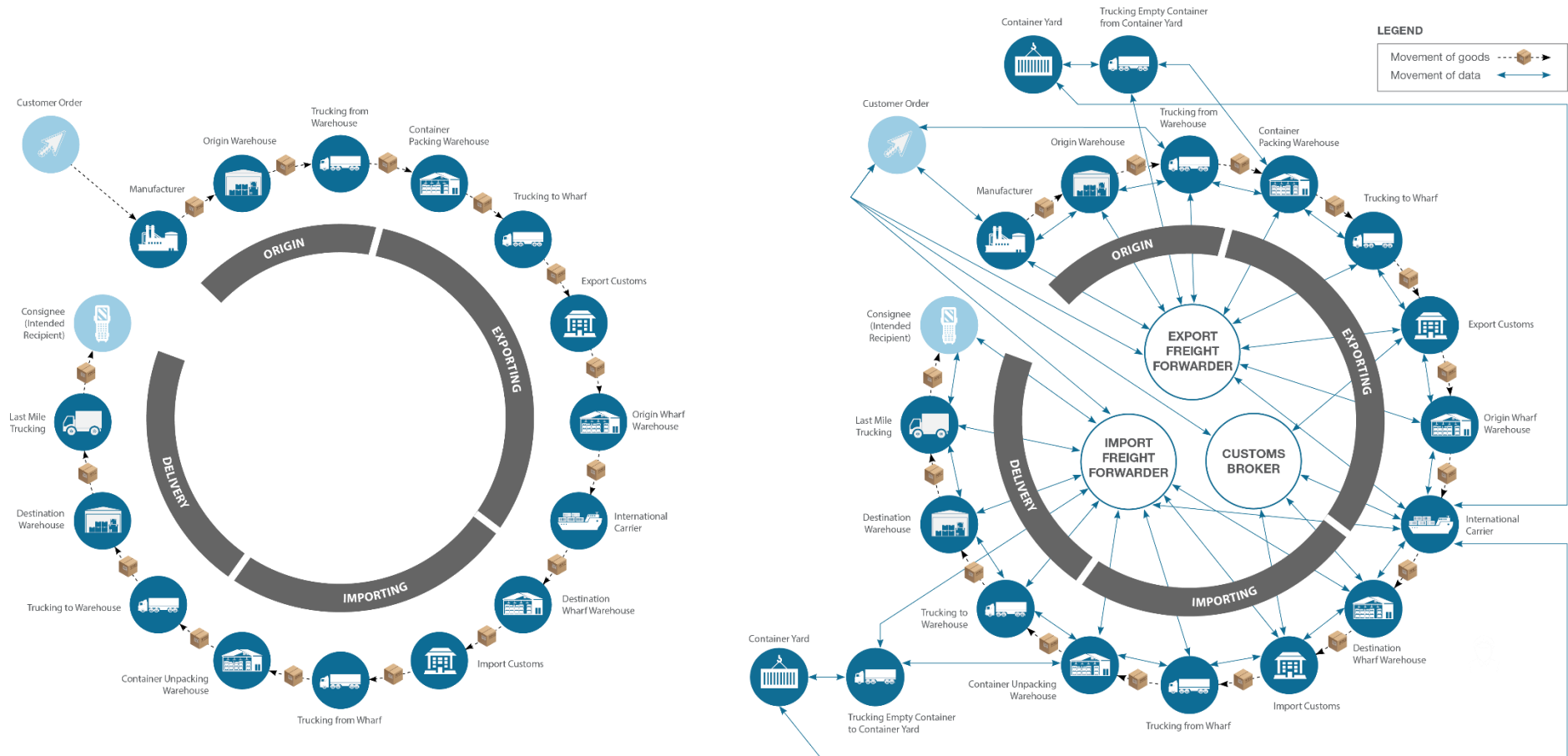
Logistics industry – large, growing and complex

Logistics service providers range from small local providers of a single service to multi-nationals providing integrated services across the globe…

The industry is highly fragmented with diverse participants

- ~ **35,000** logistics service providers in the U.S., Canada, Australia and New Zealand alone… [1]

- **12** largest participants in the industry globally comprise **less than 5%** of total market revenue [2]

- Shipments touch many providers of varying size and capabilities

Logistics service providers are generally categorised as:

1PL
"In-house" logistics capabilities of organisations whose **core competencies are not in logistics** (e.g. retailers or manufacturers)

2PL
Outsourced providers of a **single transport service**, such as air, sea, rail or road carriers

3PL
Integrated providers of **multiple logistics services**, including transport AND services e.g., freight forwarding, warehousing, customs clearance

Our customers are predominantly 3PL… who are more likely to use the full range of capabilities that our software provides

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Technology is critical to solve 'pain points' for logistics providers

Speed and complexity of global trade flows and supply chains places **pressure** on logistics providers, and results in technology being **"mission critical"**

Compliance · Suppliers · Consumers · Employees · Monitoring · Channels · Support

Real time · Customisation · Cultures · Currencies · Languages · Coordination · Markets

1 Global and highly complex + **2** Regulatory complexity + **3** Cost pressures + **4** High volume and speed = **Technology "mission critical"**
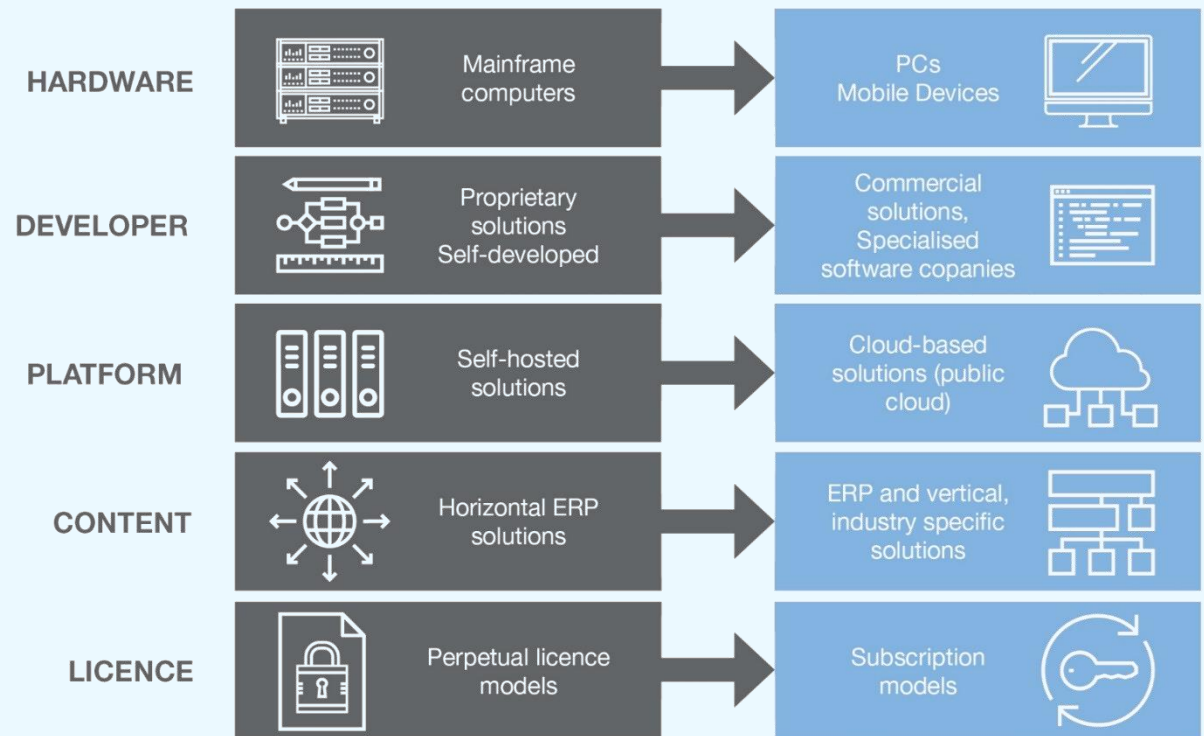
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Software industry – evolution

The global software industry has undergone significant change…

Evolution of business computing hardware to PCs/ mobile devices + networking has **expanded possible uses for software** and created opportunities for **commercial solutions, which benefit from economies of scale**

Improvements in connectivity enabled "cloud" based solutions – software can now be hosted by a provider and accessed as needed ("SaaS")

Cloud-based SaaS model can offer benefit of **lower upfront cost** in licence fees and IT infrastructure, + easier updating and **greater scalability**

HARDWARE	Mainframe computers	PCs Mobile Devices
DEVELOPER	Proprietary solutions Self-developed	Commercial solutions, Specialised software copanies
PLATFORM	Self-hosted solutions	Cloud-based solutions (public cloud)
CONTENT	Horizontal ERP solutions	ERP and vertical, industry specific solutions
LICENCE	Perpetual licence models	Subscription models

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Our technology

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CargoWise One: an integrated software solution for the logistics industry
Allowing companies to better manage many aspects of the global supply chain

Integrated modules covering **key logistics transactions**

- Freight forwarding
- Customs clearance
- Land transport [1]
- Warehousing
- Liner & agency
- Container freight station
- Track, trace & manage
- Geo compliance

+

Integrated modules for **enterprise wide** administration, accounting and management

- Accounting & reporting
- Customer relationship management
- Workflow
- Integrated messaging
- Document management
- Human capital management

2.8 million +
development hours over 15 years
to build a global platform

34 billion +
data transactions [2]
in FY16

(1)   Available in CargoWise One but not in ediEnterprise
(2)   Based on hosted CargoWise One data transaction levels for the 12 months ended 30 June 2016, extrapolated across CargoWise One application suite excluding acquired legacy systems such as Translogix, Corefreight, CompuClearing and Zsoft

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Industry leading software provider which is difficult to replicate
Our platform comprises a series of logistics verticals across horizontal back office verticals
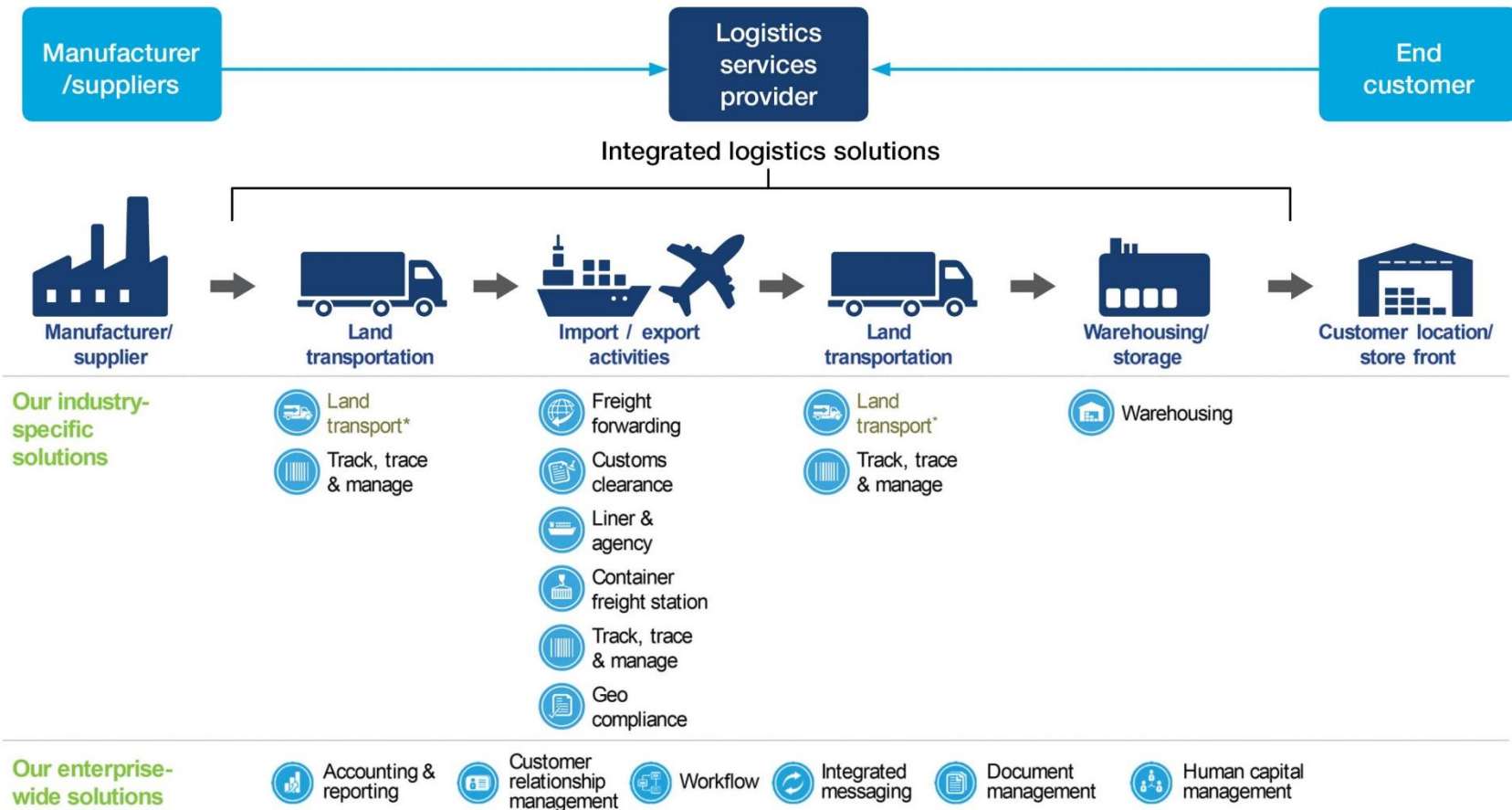
* Available in CargoWise One but not in ediEnterprise

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Industry leading software provider which is difficult to replicate (cont'd)

A deeply integrated global software platform which delivers significant benefits to our customers

Deeply integrated…

Integration **within + across modules**

Integration across **geographies**

Integration with **other customers**

Integration with **third party systems**

Integration with **government systems**

Benefits of integration

✓ **Data** is entered once only

✓ Lower **error rates**

✓ Real-time **visibility** globally

✓ Improved **productivity**

✓ **Risk** mitigation

✓ Ease of **scalability**

✓ Reduction in **costs**

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Industry leading software provider which is difficult to replicate (cont'd)
Key competitive strengths of CargoWise One

...features extend beyond integration

configuration not customisation

✚

scalable to any size of business – from single user to thousands

✚

global reach – over 125 countries and expanding

✚

29 languages

✚

detailed compliance
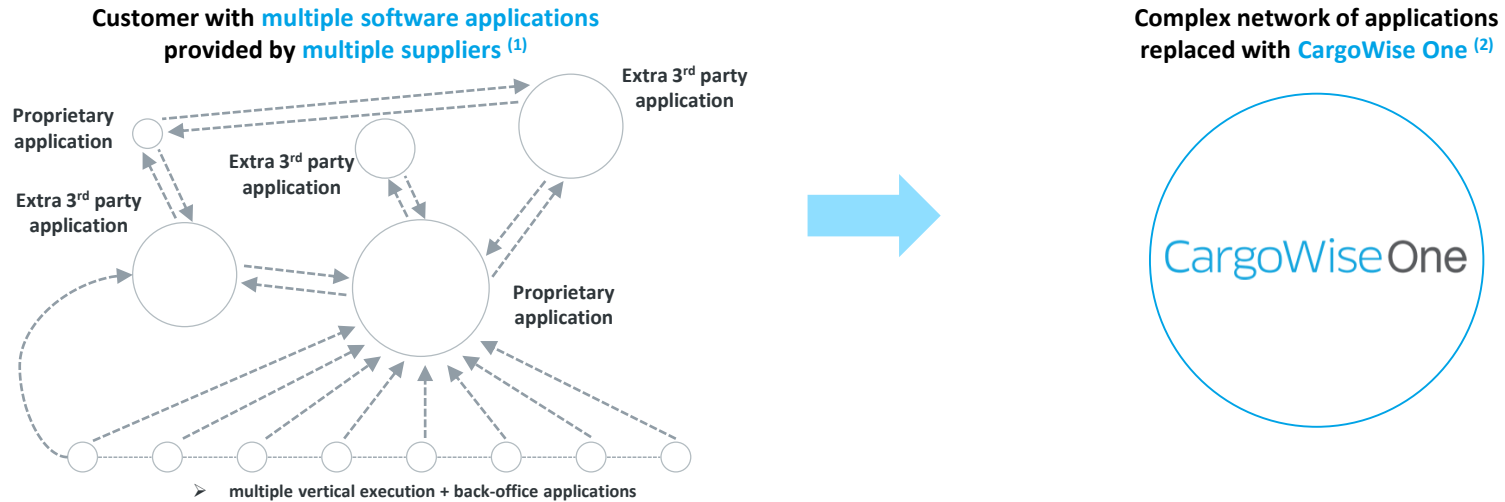
✚

built-in productivity tools

✚

continuous upgrade – over 670 product enhancements in FY16

✚

available anywhere, anytime

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Customer with multiple software applications provided by multiple suppliers [1]

Proprietary application

Extra 3rd party application

Extra 3rd party application

Extra 3rd party application

Proprietary application

➤ multiple vertical execution + back-office applications

Complex network of applications replaced with CargoWise One [2]

CargoWise One

Many users processing transactions using multiple third-party vendor software applications

Can be reduced to fewer users processing higher volume of transactions using CargoWise One

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Customers – core value proposition
Why is CargoWise One attractive to customers?

✓ **Reduction in costs** – due to: replacement of multiple proprietary systems and/or third-party applications with a single, deeply integrated platform; reduction in IT infrastructure and maintenance costs; and potential elimination of labour intensive processes

✓ **Productivity gains** – productivity gains can be realised through a reduction in third-party vendor software applications and a reduction in resources required

✓ **Risk mitigation** – increased visibility and alerts, real-time data availability globally and elimination of errors associated with re-entering data reduces the risk of shipment delay, penalties and seizure

✓ **Scalability and expansion into new geographies and services** – customers can easily add new geographies, users and modules

✓ **Sustainability and maintainability** – focus on configurability ensures faster rollout of enhancements and functionality

✓ **Intelligent development** – self-automation, self-generated ad hoc fields and self-developed reporting

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An industry leading software provider

We are well positioned in the market to grow our global leadership position

Alternative #1:
Self-developed software solutions

- **Complex** systems of multiple commercial and self-developed applications
- Typically **self-hosted**
- May have **been in place for some time**
- May require **significant IT department** to manage
- **Additional cost** and development risk for upgrades

Alternative #2:
Single-country software solutions

- **Single-country** expertise only
- Typically no enterprise capabilities – generally requires **additional commercial applications**
- Capability **outside country** or across borders may be **limited**

Alternative #3:
Multi-country software solutions

- **Not truly global** – typically focused on particular regions (e.g. North America, Europe)
- May or may not include enterprise capabilities – **additional commercial applications** may be required
- Usually consist of multiple, different technology platforms, architectures and databases – **not single platform**

Alternative #4:
Customised ERP

- Typically focused on functions in customised ERP software
- May have **limited logistics specific functionality**

CargoWise One

Global software solution – **"software platform for the logistics industry"**

- ✓ **Integrated global solution**
- ✓ **Deeply integrated** modules
- ✓ **Single, scalable, global platform** developed with a single source code
- ✓ Suits small, medium and large logistics companies - **scales from single user to thousands**
- ✓ Short sales cycle, **quicker on-boarding**

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Our business model

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Business model – leveraging our core strengths

Our technology enables us to adopt a different approach in how we go to market

Relentless product development and innovation

- Single source code global platform – ensures scalability, efficiency, control and reliability
- > 51% of employees and 37% of pro forma revenue invested;[1]
- Develop our product and IP

Open access, "empower and enable" sales and marketing

- Sales and marketing spend only 15% of pro forma revenue [2]
- "Access all areas" to full platform "day one" – add modules, users and geographies without additional sales contracts or site visits
- Focus on configuration, not customisation

CargoWise One

Deeply-integrated, **single-platform** software solution for the logistics industry globally

Support services through automation and external consultants

- WiseSupport online customer service is highly automated
- External consultant WisePartners assist customers to buy and implement CargoWise One

On-demand licensing, usage-driven revenue model

- No limitation placed on transactions, users or geographies
- Charge for usage, billed monthly
- Revenue can grow organically without constraint

(1) Number of employees measured by headcount as at 30 June 2016; "37% of pro forma revenue" based on FY16 pro forma financial results. Total development spending represents total product design and development cost (including those amounts which are subject to capitalisation) and excluding depreciation and amortisation; based on FY13 to FY17 inclusive
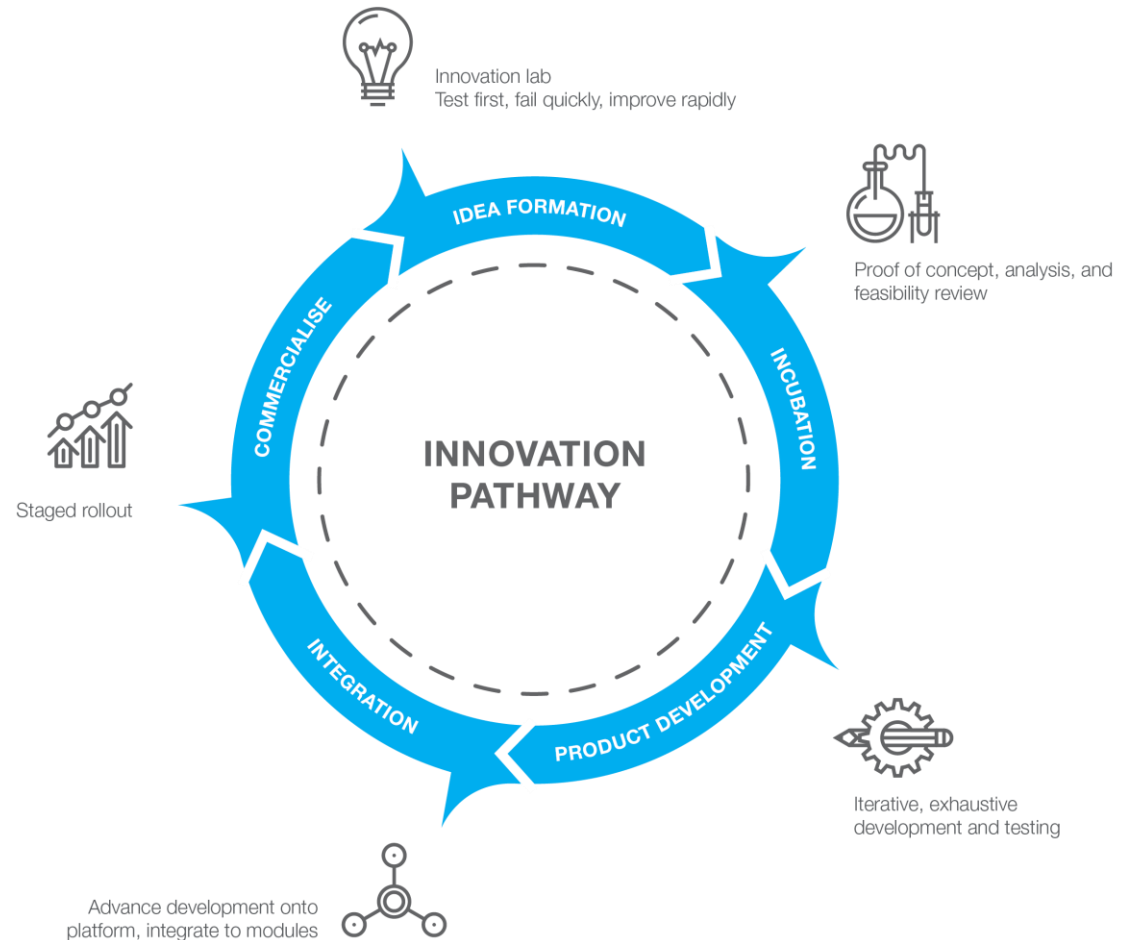(2) Based on FY16 pro forma financial results
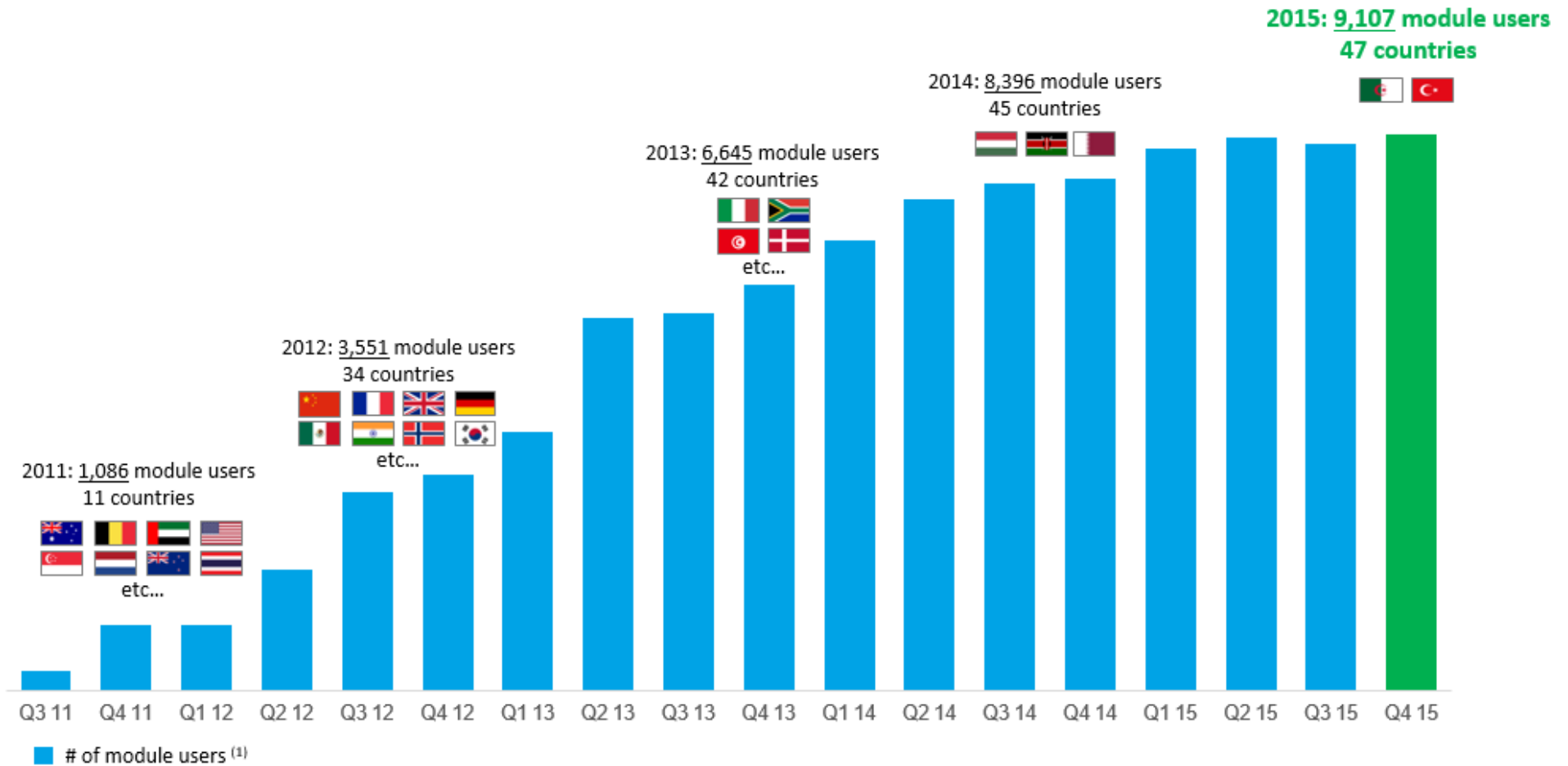
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We expand our global platform by developing and commercialising innovations through:

- developing new modules to enable **additional logistics activities** or market segments
- developing new product components to **expand functionality** of existing modules;
- developing **hardware components** to complement our logistics software modules;
- extending **access to new geographies**;
- upgrading capabilities to cover compliance with **additional existing** and **new regulatory requirements / technology**;
- incorporating **new technology** or delivery mechanisms;
- adding **quality improvements** – simplifying, automating or eliminating
- building **next-generation productivity** tools developed to accelerate our customers' productivity, resource efficiency and business growth; and
- **investing** in disciplined development processes, our data centres and scalable technology to ensure our platform can accommodate growth in transaction volumes, data storage and user numbers.

Innovation lab
Test first, fail quickly, improve rapidly

Proof of concept, analysis, and feasibility review

IDEA FORMATION

COMMERCIALISE

INCUBATION

INNOVATION PATHWAY

INTEGRATION

PRODUCT DEVELOPMENT

Staged rollout

Iterative, exhaustive development and testing

Advance development onto platform, integrate to modules

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Case study: the open access, single sale process at work

Allowing customers access to everything can deliver steady growth from a single sale

2015: 9,107 module users
47 countries

2014: 8,396 module users
45 countries

2013: 6,645 module users
42 countries

etc...

2012: 3,551 module users
34 countries

etc...

2011: 1,086 module users
11 countries

etc...

| Q3 11 | Q4 11 | Q1 12 | Q2 12 | Q3 12 | Q4 12 | Q1 13 | Q2 13 | Q3 13 | Q4 13 | Q1 14 | Q2 14 | Q3 14 | Q4 14 | Q1 15 | Q2 15 | Q3 15 | Q4 15 |

■ # of module users [1]

Note: This represents a specific example for one specific large-scale, multi-national customer using CargoWise One over time. It does not purport to represent the growth profiles for all customers or the growth rate of users and geographies of this specific customer in the future
(1)   Sourced from WiseTech Global as at December 2015

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Business model – on-demand usage driven revenue model

History of licensing innovation; early adoption of SaaS / transaction-based pricing

"On-Demand" licensing

OTL → **MUL** → **S/TL**

One-Time

Customers pay an **upfront licence fee + regular** (annual) **maintenance fees**

Module User

Customers pay on a **per user, per month** basis

Seat/Transaction

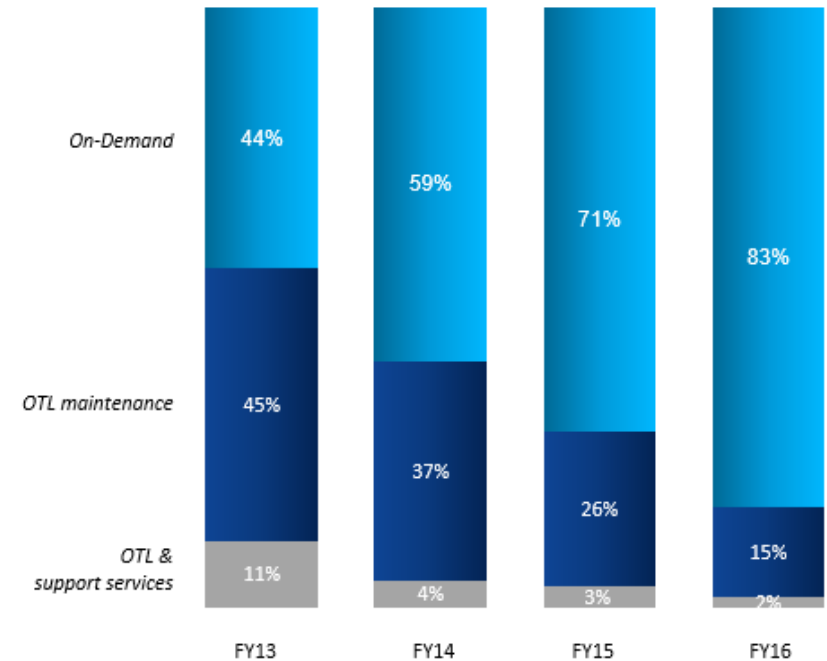Customers pay a **fee per active user, per month** + **fee per transaction**
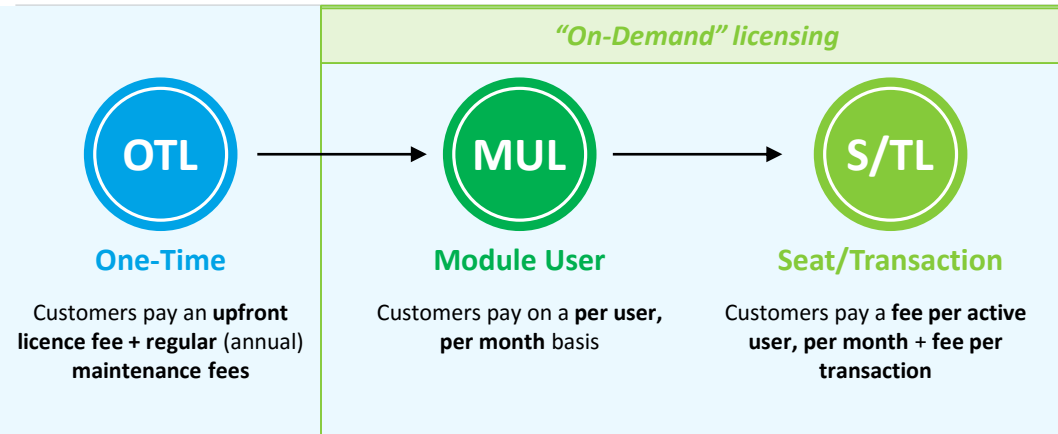
In 2008, we converted our licensing model to SaaS and introduced On-Demand licensing: based on a "per user, per month" principle with no implementation fee and no lock-in required

Key benefits of On-Demand model:

✓ Enables customers to expand usage on an as-needed basis

✓ Allows us to grow revenues over time as customers become more familiar with the product and add more users, modules and transactions

✓ Benefit from productivity improvements of customers

✓ Software becomes more integral to customers' operations

Revenue by licence type
(% of total revenue, FY13 - FY16)

	On-Demand	OTL maintenance	OTL & support services
FY13	44%	45%	11%
FY14	59%	37%	4%
FY15	71%	26%	3%
FY16	83%	15%	2%

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Business model – support through automation + external consultants

Support services highly automated

- **WiseSupport** – incident reporting and management system which automatically captures diagnostic data ensuring fast and accurate resolution
- **WiseCloud** is available 24x7 with global disaster recovery capability
- **WiseLearning** – an online training and education portal with more than 2,000 videos, workbooks and activities
- **WiseMaintenance** – all product upgrades are delivered seamlessly, without interruption to service, via the Cloud

External consultants "WisePartners" network

- Third parties with extensive knowledge who sell and implement CargoWise One and provide technical support to our customers who typically pay them directly on a fee-for-service basis
  - Wise**Service** Partners
  - Wise**Business** Partners
  - Wise**Technical** Partners

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Growth strategy

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Multiple levers for business growth

Multiple levers to sustain growth and increase market penetration

Innovation and expansion of our global platform

Transactions/users   *Modules*

Geographies   *Industry consolidation*

Greater usage by **existing customers**

Increase **new customers** on the platform

Stimulate **network effects**

Grow through **acquisitions**

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Greater usage by existing customers

Customers use more transactions, modules, geographies…

Growth in usage by existing customers reflects:

1 - Steady growth in module use and revenue

2 - Add new geographies

3 - New adjacencies for global rollout

4 - CargoWise One platform is an efficient consolidation tool for large 3PLs

5 - Larger contracts and global rollouts grow from existing relationships in select areas

CargoWise One module users by cohort
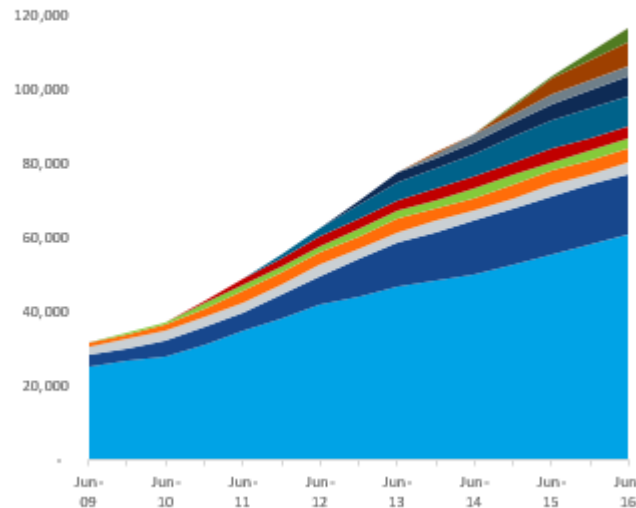
CargoWise One revenue by cohort
($ million)
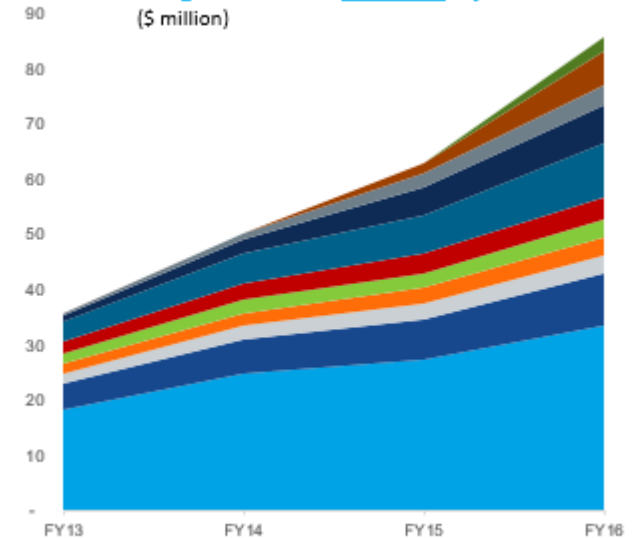
We have **over 6,000** logistics service provider customers, including **19 of the top 20 global 3PLs** [1]

- DHL / DHL GF
- Kuehne + Nagel
- DB Schenker Logistics
- Nippon Express
- C.H. Robinson
- Damco
- DSV

- CEVA Logistics
- SDV (Bollore Group)
- Panalpina
- Expeditors International
- Kintetsu World Express
- Kerry Logistics

- GEODIS
- UPS
- Agility
- UTi Worldwide
- Yusen Logistics
- Hellmann Worldwide Logistics

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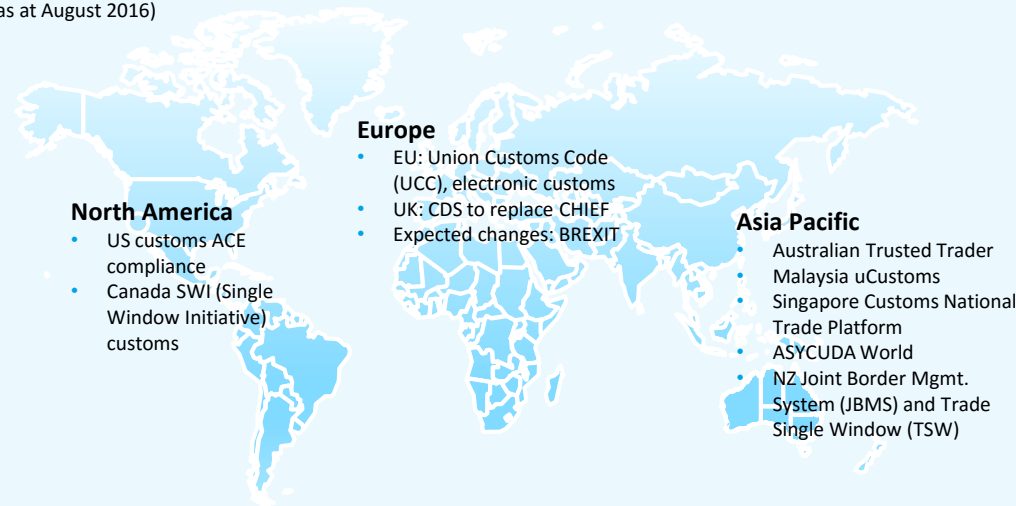
Increase new customers on the platform
Significant opportunities available with new customers

- **Logistics industry is highly fragmented;** ~38,500 logistics service providers in the US, Canada, Australia and NZ alone [1]

- CargoWise One platform suits small, medium and large customers… **scales from a single user to thousands of users**

- Our strategy to attract and retain new customers is underpinned by direct-to-customer sales via our internal sales team, referrals and a "**network effect**"

- Open access, usage driven licencing, + no requirement for onerous specification and customization ensures efficient sales process and **swift on-boarding**

Global usage growth

Industry consolidation

Technology developments

New sales NEW customers

Logistics industry growth

Regulatory change

Cost pressures

Examples of upcoming regulatory changes announced by governments [2]
(as at August 2016)

North America
- US customs ACE compliance
- Canada SWI (Single Window Initiative) customs

Europe
- EU: Union Customs Code (UCC), electronic customs
- UK: CDS to replace CHIEF
- Expected changes: BREXIT

Asia Pacific
- Australian Trusted Trader
- Malaysia uCustoms
- Singapore Customs National Trade Platform
- ASYCUDA World
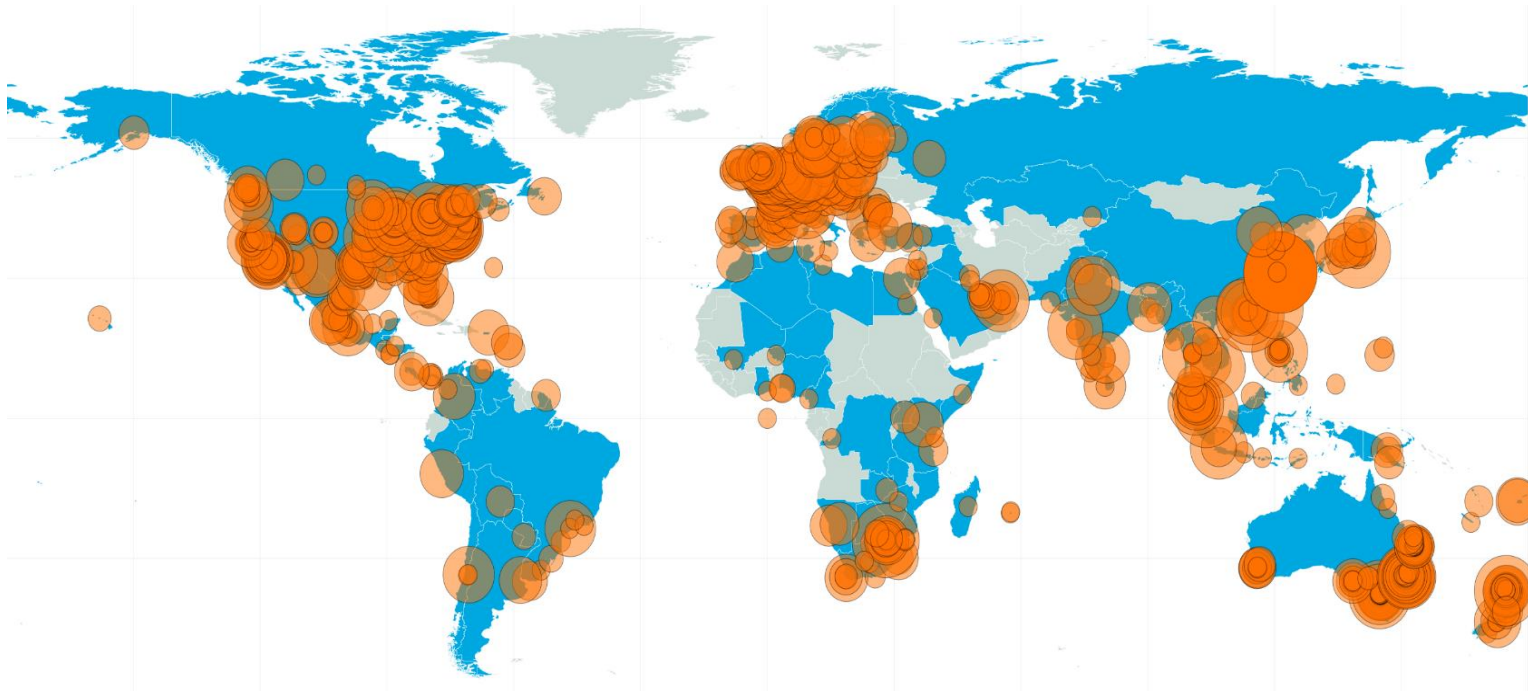- NZ Joint Border Mgmt. System (JBMS) and Trade Single Window (TSW)

(1) Frost & Sullivan, 'Independent Market Report on the Logistics Software Market' (5 February 2016), commissioned by WiseTech
(2) Information obtained from governmental agency websites and not independently verified by WiseTech

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Network effects

Multiple active programmes drive adoption, operating system for global logistics

We build on our strong customer penetration across high GDP trade routes …

By supporting our sales activity with additional effective network programmes …

| **WARP** Wise Agent Referral Programme | + | **Networks** Freight forwarding networks | + | **CCLP** Certification programme | + | **Industry education** Global - secondary and tertiary |

Users by head office for each CargoWise One application suite customer during June 2016.

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Organic growth accelerated by acquisitions

Small, valuable acquisitions further our growth across geographies and adjacencies

We buy into market positions that would take years to build, integrate swiftly, drive value across platform
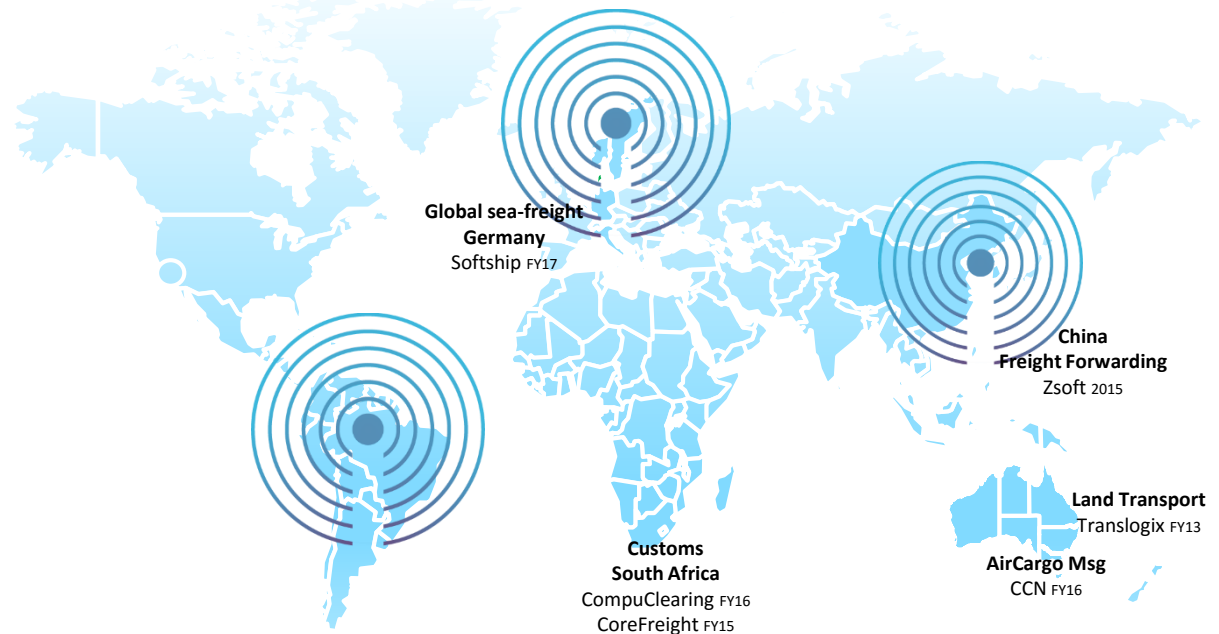
Why we acquire

- Acquire customers in new geographies to migrate to CargoWise One global platform

- Acquire compliance capabilities to avoid high risk, costly market entry

- Acquire skilled employees with local market experience, logistics industry capability and processes

- Acquire to efficiently enter new geographic regions with lower cost and lower risks than organic growth may deliver

What we target

- New geographies

- Strongly entrenched leading providers (preferably top 3)

- In markets with complex compliance requirements (particularly customs)

- Major markets with larger 3PL customers to allow us to drive network effect

- New, complex, adjacent competencies to allow us to acquire specialist market knowledge to support our product development

Global sea-freight Germany
Softship FY17

China Freight Forwarding
Zsoft 2015

Customs South Africa
CompuClearing FY16
CoreFreight FY15

Land Transport
Translogix FY13

AirCargo Msg
CCN FY16

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WiseTech Global - our key strengths

Industry leading software

- deeply integrated global platform
- difficult to replicate
- critical in solving "pain points" for global logistics providers
- "mission critical" software

Large and expanding addressable market

- fragmented market
- opportunity to capture additional share

Attractive business model

- relentless product development
- usage driven revenue
- low sales and marketing spend

Attractive financial profile

- strong organic revenue growth
- high recurring revenue
- low attrition
- expanding margins
- positive free cash flow

Multiple levers for business growth

- Innovation
- growth from existing and new customers
- stimulating network effects
- acquisitions accelerating organic growth

Experienced management

- founders still active in the business
- underlying culture of innovation and productivity

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Appendix

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History of WiseTech Global
How we got to where we are today

From an idea in a basement to a leading freight and customs software supplier for Australia… **good.**

Thought bigger. Started from scratch to develop a global solution… **better.**

Expanded to SaaS, cloud-based, integrated global logistics platform… **even better.**

Current generation: an integrated software solution for the global supply chain… **now.**

1994-2003	2004-2007	2008-2013	2014+

1994-2003
- Commenced writing code for Australian freight forwarding / customs package
- Concepts and capabilities proven followed by domestic deployment
- Acquired a number of small businesses to expand product capability and customer base

2004-2007
- Entire product re-written to focus on global and scalable capabilities – launched ediEnterprise
- Raised capital to fund global expansion
- Rolled-out product in North America, South East Asia and the UK
- Early penetration of global freight forwarders
- One-time licence (+ maintenance) pricing model
- Renamed company to "CargoWise" (2006)

2008-2013
- Transition to an on-demand licensing model (2008)
- Rebrand company to "WiseTech Global"
- Deployment of a cloud-based solution (2012)
- Globalisation of customer base

2014+
- Next generation of ediEnterprise launched – branded "CargoWise One"
- Development of next generation productivity tools
- Introduction of transaction pricing
- Strategic acquisitions in key geographies – China, South Africa

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Overview of CargoWise One: industry specific modules

Integrated industry-specific modules which facilitate logistics industry transactions

Freight forwarding
- Organise and coordinate shipments, consolidations, container management, retail, airfreight wholesale and integrated forwarding operations
- International and domestic operations; multiple transport modes

Land transport [1]
- Manages freight movements and processes over land (road / rail)
- Managers consignments, pallets, containers, liquids, livestock, dry bulk and direct point to point carriage, provides visibility, depot and driver management, and supports sign on glass for proof-of-delivery across hand held devices and mobile applications

Liner & agency
- Assists ocean carriers to manage bookings, containers and bills of lading
- Integrates sailing schedules and space allocations, bookings, container control and detention, invoicing, accounting, and automated data exchange into a set of integrated workflows

Track, trace & order management
- Web portal that provides an integrated view of freight as it moves through departments and modules (shipments, declarations, orders, security filings, inventory, receipts, and accounting information can be visualised / tracked)
- Facilitates interaction with consignees and the upload of documentation to effect the movement and clearance of freight

Customs clearance
- Multi-country based customs clearance system to assist customers to comply with import / export clearance
- Manages classification of goods, helps calculate duty, tax and entry fees required by customs authorities

Warehousing
- Warehouse management system and inventory control system
- Integrates common warehouse functions including receiving, put-away, order picking, packing and scan packing

Container freight station
- Manages loose, pallet and container cargo to enhance accurate and optimal packing and unpacking of freight
- Provides shipment visibility for delayed or advanced shipments to assist in the seamless transition between transportation modes

Geo compliance
- Assists with compliance in relation to global and country based regulatory requirements and practices
- Local tariff classifications, language, forms and documents, supply chain security, dangerous goods management, environmental and greenhouse obligations, taxes and other general accounting and reporting procedures

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Overview of CargoWise One: enterprise wide modules

Enterprise wide back office modules, integrated with other CargoWise One modules

Accounting & reporting
- Multi-company and multi-currency accounting software system
- Management of accounts receivables and payables and control of credit terms

Integrated messaging
- Secure data messaging linking all other parties in the global supply chain
- Allows customers to create their own electronic connections with other parties

Customer relationship management
- Manages customer profiles, campaigns, opportunities, sales and marketing activity

Document management
- Centralised cloud-based document management system
- For all the associated shipments, orders, products and operations across the CargoWise One system

Workflow
- Ability to customise the flow of work and monitor and control the planning and execution of activities
- Automated communication between parties

Human capital management
- Centralised staff and resource database to record, maintain and access employee data
- Management of CargoWise One user security access and activities

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Thank you

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Changing the world of logistics one innovation at a time