CARGOCHAIN™

ABOUT US

COLLABORATE.
SHARE.
INNOVATE.

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WHAT IS CARGOCHAIN?

CargoChain is a cargo information sharing and innovation platform and can be thought of as the information backbone to the physical supply chain. It supports the distribution of previously unavailable cargo information, and the development of third-party applications that will redefine the global information supply chain.

CargoChain consists of an Information Sharing Protocol underpinned by blockchain, and a Platform containing deep supply chain functionality.

Our aspiration is to be the world's largest repository of rich cargo information providing a single source of the truth to all supply chain actors.

CargoChain will achieve this by being the foundation of all supply chain applications. By providing communities of application developers with pre-built supply chain functionality and the ability to access and share rich cargo information, the CargoChain Platform enables the delivery of cost-effective supply chain solutions. This democratises the information supply chain, powering applications that allow all participants, regardless of size, to make better business decisions.

In the way the Apple App Store revolutionised the delivery of inexpensive consumer apps, the CargoChain Web Store will be the industry standard for access to inexpensive third-party applications, designed to solve any participant's supply chain problems.

> " **INFORMATION ABOUT THE PACKAGE IS JUST AS IMPORTANT AS THE PACKAGE ITSELF** "
>
> *FREDERICK W. SMITH, FEDEX CEO.*

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OUR TEAM

David Lindsay
Chief Executive Officer

David is an experienced leader with over 30 years of business and specialised software, ports and supply chain expertise. Formerly with a finance background, David is also CEO of Jade Logistics and has held high-profile positions at Coopers & Lybrand and Pricewaterhouse in New Zealand and Europe.

Guirec Le Bars
Chief Technology Officer

Guirec is the originator of the CargoChain concept, he has vast experience working and managing teams in the logistics' software industry working for well-renowned companies around the globe as diverse as The Global Fund to fight AIDS, Tuberculosis and Malaria, and SGS, the world's leading inspection, verification, testing and certification company.

Dave Mills
Chief Commercial Officer

Dave is the Chief Commercial Officer for CargoChain. Following an early audit background with Coopers & Lybrand, Dave has held senior finance and treasury roles in the agriculture, financial services, energy, sports and entertainment, and construction sectors.

Tony Davis
Chief Marketing Officer

Tony is Chief Marketing Officer for CargoChain and has more than 20 years' experience in international technology marketing and product management. He has worked on numerous projects within the technology industry and has held roles spanning marketing, operations, commercial partnering and sales.

Geneva-based Development Team

CargoChain's development team has extensive experience in developing world-class IT solutions and boasts full-stack development expertise across the group. The team is well versed in using the latest technology frameworks and methodologies, including a high level of proficiency in Solidity and blockchain technologies such as Hyperledger Fabric. This combination of experience and expertise ensures the team is well positioned for expansion as the business grows. CargoChain plans to expand its team in Geneva with a combination of Microsoft .NET Core and JavaScript developers as well as additional blockchain experts. Further front-end developers and CargoChain API experts will be located in New York and Melbourne to support the global application development community.

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OUR ADVISORS

Bruce Baillie

Bruce has recently retired from a highly successful career as a Partner of PwC. During his 30 years of Partnership, Bruce provided a range of advice to businesses involved in a wide range of activities including financial services, software, manufacturing and logistics. Currently, Bruce provides independent advisory and governance services for a select group of companies that he believes will deliver positive disruption for businesses and their customers.

During his last five years at PwC, Bruce, together with a small team led PwC's global efforts to develop a new range of advisory and assurance services for PwC in response to the challenges becoming apparent in the global food supply chain. The mega trends around urbanisation, population growth, demographic change, climate change and technology have increased the complexity in supply chains and contributed to a loss of trust by consumers in many countries. Bruce and his team led the formation of PwC teams in Australasia, US, Europe and Asia to work collaboratively to tackle these challenges for businesses and governments. Bruce brings wide commercial experience, deep insight and relevant relationships to assist the CargoChain team to build an ecosystem focused on developing solutions related to data integrity and traceability in the global supply chain.

Frederic Boles

Frederic is ex Managing Director – Head of Specialities – Marsh. Frederic has over 20 years' experience in the insurance industry, including deep risk management expertise, and leadership focused on collaboration to deliver profitable revenue growth. Having worked across many different cultures within the Financial Services Industry, Frederic embraces operational changes, and technological innovations.

Frederic has a wealth of experience and connections in the global insurance market and will be involved in establishing CargoChain's strategy to support the development of applications for insurance in the supply chain.

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Professor Christopher Elliott - OBE
Queens University, Belfast

Christopher Elliott is the Professor of Food Security at Queen's University Belfast and is also a Director of the Institute for Global Food Safety. His main research interests have been in the development of innovative techniques to provide early warning of threats across fresh water and agri-food supply chains. A key driver for this research has been to protect the integrity of food supply chain.

In 2013, Chris led the UK Government's independent review of food systems following the horse meat scandal in which food advertised as containing beef was found to contain undeclared or improperly declared horse meat. The review looked at the causes of the failure that enabled the horse meat fraud, the roles and responsibilities of businesses throughout the food supply chain to consumers, the integrity and transparency of global supply chains and how to support consumer confidence.

Professor Elliott is the pre-eminent academic globally in respect to food supply chain integrity and trust within most supply chains. He has a range of commercial advisory roles as they relate to establishment of novel technologies.

Professor Elliott is a visiting Professor at the China Agriculture University in Beijing and the Chinese Academy of Sciences, a recipient of a Winston Churchill Fellowship and is an elected Fellow of the Royal Society of Chemistry, Royal Society of Biology and the Institute of Food Science and Technology.

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PARTNERS AND CUSTOMERS

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Jade Logistics Group

Jade Logistics is the supplier of the world's number one Terminal Operating System (TOS) for mixed cargo ports. For over 20 years the company has designed, built, and supported innovative software for organisations in the specialist logistics industries. Its software is licensed to over 125 marine terminals in 13 countries around the world providing CargoChain with access to an existing global customer base.

CargoChain has partnered with Jade Logistics to integrate its TOS with the Platform. This partnership provides CargoChain with a mechanism to more quickly build a critical mass of rich, real-time cargo-related data. Jade Logistics will use CargoChain to extend its suite of port-related applications.

See: jadelogistics.com

Omniprocure

Headquartered in the USA, Omniprocure is a cloud-based enterprise software solution that integrates with multiple online marketplaces and provides a central repository for a customer's transactions, making supply chain management easier. Omniprocure will integrate with CargoChain providing valuable cargo data and will build applications on CargoChain showing the journey of individual cargo items from marketplace to door.

See: omniprocure.com

Australian Amalgamated Terminals (AAT)

AAT is Australia's leading operator of mixed cargo terminals. The AAT facilities handle various cargo types, including the import and export of motor vehicles, general cargo and containers.

AAT has selected CargoChain as the platform to underpin the development of apps to support the import process and services related to quarantined cars being landed in Australia. These applications are expected to reduce the quarantine process by up to three days providing greater levels of throughput for the port with no significant additional infrastructure cost.

See: aaterminals.com.au

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Trade Community System (TCS)

Australian Chamber of Commerce and Industry (ACCI), and Port of Brisbane are members of a consortium (the Consortium) intending to build a Trade Community System (TCS) for Australia. TCS is a platform where Australian entities involved in trade can securely share their information to drive productivity and service innovation through trusted end-to-end visibility of the supply chain.

The Consortium has delivered a proof of concept and is currently planning for pilot and growth phases. During the proof of concept phase, the Consortium received independent advice relative to the various technologies appropriate for the development of the TCS. The assessment recommended CargoChain as the preferred foundational technology for TCS.

See: tradecommunitysystem.com.au

Trust Codes ®

Trust Codes® is a cloud-based platform provider that helps to combat food fraud. Utilising advanced algorithms and cryptography, Trust Codes® provide excellent protection against counterfeiters. Every product features a digital fingerprint to assure consumers about the food and beverages they consume, and the products they buy. CargoChain has partnered with Trust Codes® in order to provide end-to-end visibility, traceability and provenance of products.

See: trust.codes

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SERVICE PROVIDERS
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PricewaterhouseCoopers New Zealand (PwC NZ)

PwC NZ is a member of the PwC Network, one of the world's leading professional services networks. PwC NZ has experience in providing advice to clients in relation to supply chain integrity and transparency, utilising technologies including blockchain. PwC NZ has been working with its clients considering the implementation of the CargoChain Platform. As a non-exclusive service provider, PwC NZ can offer consulting services, proof of concepts and development services to PwC NZ's clients who may choose to use the CargoChain Platform.

See: pwc.co.nz

CargoChain propose to extend the number of service providers to other consulting firms and jurisdictions over time.

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