AGENDA

Why

Cello
**Why Cello**

Based on our **extensive logistics network and global top cargo volume**, we provide comprehensive logistics services.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>01</strong></td>
<td><strong>02</strong></td>
</tr>
<tr>
<td>480K Ton Air Freight</td>
<td>810K TEU Ocean Freight</td>
</tr>
<tr>
<td><strong>03</strong></td>
<td><strong>04</strong></td>
</tr>
<tr>
<td>750K Truckloads</td>
<td>1,780K m² Warehouses</td>
</tr>
</tbody>
</table>

※ As of Feb. 2019

※ Expected by 2019
Why Cello

We offer innovative services, with our integrated logistics platform.

01 Cutting-edge Technology
02 Know-how in Global Logistics Operation
03 Customized Integrated Platform
04 Consulting in Logistics/SCM
Why Cello

We ensure reliable transport of your shipments by monitoring them 24/7.

01 Flow Monitoring Platform
02 GCC Monitoring Center
03 GCT Risk Mgmt. Team
Our Services
We provide **innovative logistics services** covering end-to-end supply chain, based on our operation know-how, tech-driven platform and global network.

**01**  
Cello BPO  
Logistics Operation

**02**  
Cello Plus  
Logistics Platform

**03**  
Cello Square  
e-Commerce Platform
Supply Chain & Planning

We help you streamline your supply chain, from demand forecasting to last-mile delivery, by aligning supply chain planning with logistics execution.

Service Overview

01 Tech-driven accurate demand forecasting
02 AI-based supply planning

Logistics/SCM Consulting Capabilities

Our logistics/SCM consultants help you innovate your supply chain by streamlining logistics operation, developing strategies, etc.

400+ consultants
Freight Forwarding

We offer reliable international shipping services through our strategic cooperation with air/ocean carriers, forwarders and other global logistics companies.

SDS Global Volume & Network

Global Top 10 cargo volume

<table>
<thead>
<tr>
<th>Mode</th>
<th>Volume</th>
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<tbody>
<tr>
<td>Ocean</td>
<td>810K TEU</td>
</tr>
<tr>
<td>Air</td>
<td>480K Ton</td>
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</table>

※ Expected by 2019

Specialized Service

Air · Ocean Freight Consolidation/CSA/GSA

We provide freight consolidation services where we assemble smaller shipments and transport them at competitive rates.

Types of Freight Forwarding

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Forwarding</td>
<td>Speedy customs clearance and transport services by consolidating shipments into one pallet</td>
</tr>
<tr>
<td>Ocean Forwarding</td>
<td>Port-to-port transport services for containers and bulk cargo</td>
</tr>
<tr>
<td>Intermodal Transport</td>
<td>Provide best-in-class logistics services by combining inexpensive sea and rail with quick air</td>
</tr>
</tbody>
</table>

Aircraft for GSA (Hanoi → Incheon)
Contract Logistics

Distribution Center Operation

With our logistics operation knowhow and platform, we help you streamline a range of tasks and processes in a distribution center.

Integrated Operation from In/Out to Inventory Mgmt./VAS

|------------|-----------------|------------|--------------|------------------------|

Specialized Service with Smart Warehousing

Global Network

- Extensive Network
- 38 countries
- Cello
- Warehouses 1,780K m²

※ Expected by 2019
Contract Logistics

**Inland Transport/LMD**

We ensure efficient and reliable shipping services by planning end-to-end transport processes (including end customers).

**One-Stop Service from Ordering to Delivery/Installation**

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**Global Network**

- **Extensive Network**: 38 countries
- **Cello Trucking**: 750K Truckloads

※ Expected by 2019
Contract Logistics

Project Logistics

We offer project logistics services, ensuring a safe and reliable transport of irregularly-shaped cargo, using the most suitable mode of transport.

Types of Project Logistics

<table>
<thead>
<tr>
<th>Semiconductor/LCD Logistics</th>
<th>EPC Logistics</th>
<th>Bulk Shipping (raw materials)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop strategies on how to transport special equipment with different cargo features (sensitive to shocks, temperature/humidity-resistant, etc.)</td>
<td>Develop shipping strategies (method, mode) based on our full understanding of heavy, over-sized cargo</td>
<td>Provide bulk shipping based on specialized shipping expertise of our regions/branches and their deep understanding of different types of cargo</td>
</tr>
</tbody>
</table>

Types of Project Cargo

- EPC Logistics
- Bulk Shipping (raw materials)
- Semiconductor/LCD logistics
e-Commerce Logistics

We provide convenient e-Commerce logistics services based on our extensive global logistics network and intelligent online logistics platform, Cello Square.

**e-Commerce Logistics Execution** Front-end

- Customs Clearance
- Global Forwarding
- Reverse Logistics
- Local Transport
- Warehousing

**Service Orchestration** Back-end

- **Process Automation**
- **Cloud-based Collaboration**
- **Analytics-based Decision Support**

**Enabling Technologies**

- Cello Plus 2.0
- Big Data
- IoT
- AI
- Blockchain

**Special Services**

- Shipping Flow & Issue Tracking
- Convenient Logistics Cost Settlement
AGENDA

Our Technologies
Tech-Driven Specialized Services

We provide innovative logistics services, leveraging our cutting-edge, IT-oriented Cello logistics platform.

Supply Chain & Planning

Freight Forwarding

Contract Logistics

e-Commerce Logistics

Specialized & Premium Logistics

COMPREHENSIVE SUPPLY CHAIN & LOGISTICS SERVICE WITH

- IoT¹
- Big Data
- Blockchain
- VR²/AR³
- AI⁴

¹ IoT: Internet of Things ² VR: Virtual Reality ³ AR: Augmented Reality ⁴ AI: Artificial Intelligence
We help you increase your logistics efficiency by optimizing all of your loading operations.

By leveraging data transmitted from IoT devices, we offer real-time visibility into your shipments and improve efficiency of your logistics operation.

By applying tamper-proof distributed ledger technology to a logistics platform, Cello Blockchain ensures reliability of logistics data.

We help you maximize your distribution center operation and picking efficiency by adopting a range of advanced technologies (scenario simulations, wearable devices).

Merging the power of AI with machine learning, Cello Demand Sensing helps companies accurately forecast sales for each store and product.

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1 IoT: Internet of Things
2 VR: Virtual Reality
3 AR: Augmented Reality
4 AI: Artificial Intelligence
For more information

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