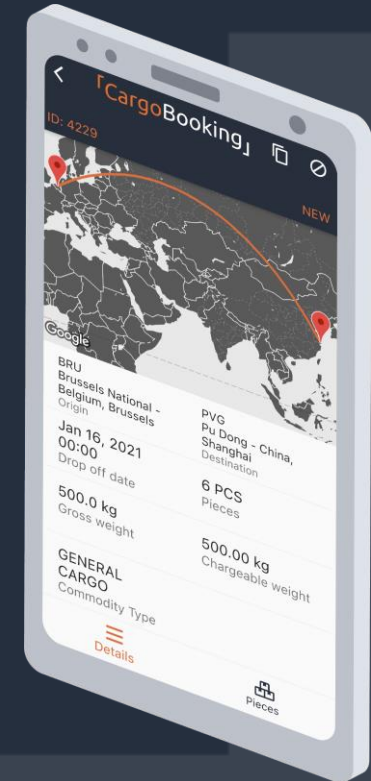


# CargoBooking™

Instant Air Cargo Quotes & Bookings



Airline introduction

# Introduction to CargoBooking

## Who we are



Head office in London, U.K.



48+ team members



12 years experience in aviation software solutions, Digital Transformation, AI & Air Cargo

## Vision statement

To become the on-line air cargo booking platform of choice for airlines, GSA's & freight forwarders worldwide. Delivering the best digitized **User eXperience (UX)** connecting Capacity & Demand.

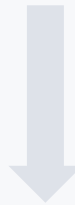
## Digital statement

Enabling all customers regardless of size and Tech capability to join CargoBooking.aero

## Airline capacity (GSA)

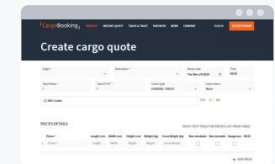


Capacity

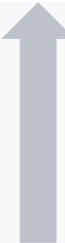


## CargoBooking.aero

Connect, Communicate & Book !



Demand

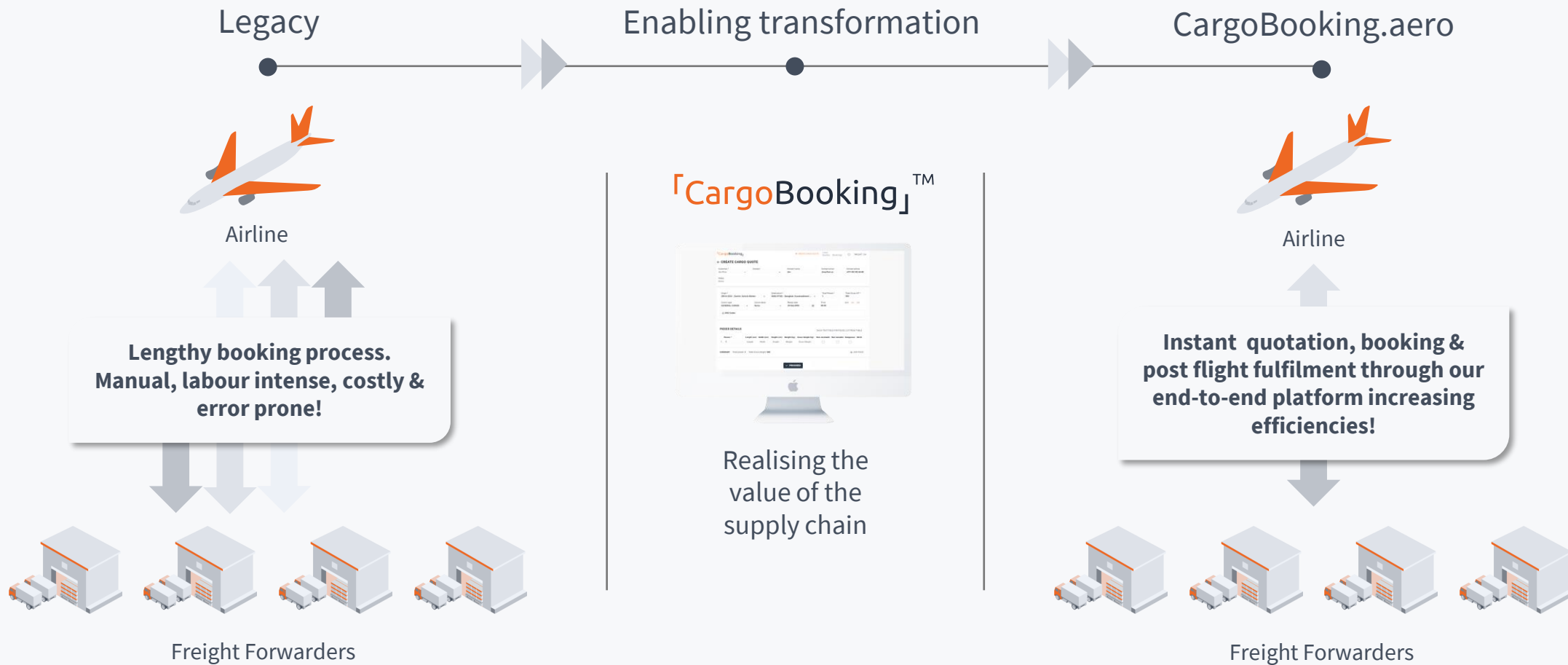


## Freight Forwarder



CargoBooking™

# Air cargo customers today demand a seamless digital experience



# CargoBooking gives your organization the keys to success



## Quotation Management System (QMS)

Digitized negotiation tool for all Air Cargo products

- Published rates
- Contract rates & allocations
- Spot / Promo rates

**Manage your rates centrally!**



## Email conversion tool

Convert inbound email quotation requests with a simple click of a button

Saves numerous emails and calls from quotation to booking

**Reduce booking process from minutes to seconds!**



## Instant booking

Confirmed bookings are automatically keyed into your software throughout our integration tools (e.g. APIs)

Provides AWB stock management

**Saves double keying!**



## Mobile app

Integrated app to manage all your requests immediately

- Accept
- Decline
- Propose alternative (Rate/flight/routing)

**Never miss a booking!**



## Track & Trace

Built-in Track & Trace tool to keep your customers informed

**Track on App!**

# Transform your business processes

## Yesterday

Customers make phone calls & emails to airlines  
- **are you even on their list?**

The first to respond often wins more business & higher yields  
- **are your teams 24/7 and always first?**

Manual bookings have errors leading to operational and accounting issues - **can you afford this?**



Airlines globally process millions of AWBs

A medium size airline will process 100,000 AWB transactions (av. 5 mins)

This equals over 8,000 hours of work!

## Today - CargoBooking.aero

All your capacity is visible to the market

Instant rates & quotes ensure you are first to offer clients a solution

Automated bookings are instant and error free



Reduce your transaction times from minutes to seconds and win more business!

Average booking time saving is over 50%

On 100,000 AWBs this saves you more than 4,000 hours and eliminates costly mistakes

# The process

## 1. Quote Creation

Goods from HKG to LAX, to be delivered asap.

Origin: HKG/YH991 - Hong Kong, Hong Kong L... Destination: LAX/KLAX - Los Angeles, Los Angeles...

Total Pieces: 24 Total Gross WT: 1,750 kg

Pieces #	Length (cm)	Width (cm)	Height (cm)	Weight (kg)	Gross Weight (kg)	Non-stackable	Non-turnable	Dangerous	UN ID
1	30	40	45	55.5	110				
2	4	45	80	160	640				

SUMMARY Total pieces: 24 Total Gross Weight: 1,750

10s

## 2. Flight Search

Route: HKG -> LAX Feb 1, 2021 07:00 24 pcs, 1,750 kg, 1,750 kg

4.25 USD/kg

4.80 USD/kg

15s

## 3. Booking confirmation

Confirm booking

Customer: Test customer

Pieces: 24 Weight: 1,750.00 kg Chargeable weight: 1,750.00 kg

8,400.00 USD

10s

## 4. AWB allocated

booking confirmed

Origin: HKG - Hong Kong Int. - Chuk Lap Kok Destination: LAX - Los Angeles International

Drop off date: Feb 1, 2021 07:00 Pieces: 24 PCS Gross weight: 1,750.00 kg Chargeable weight: 1,750.00 kg

Commodity type: GENERAL CARGO Commodity description: GENERAL CARGO

10s

Contract or publish rates

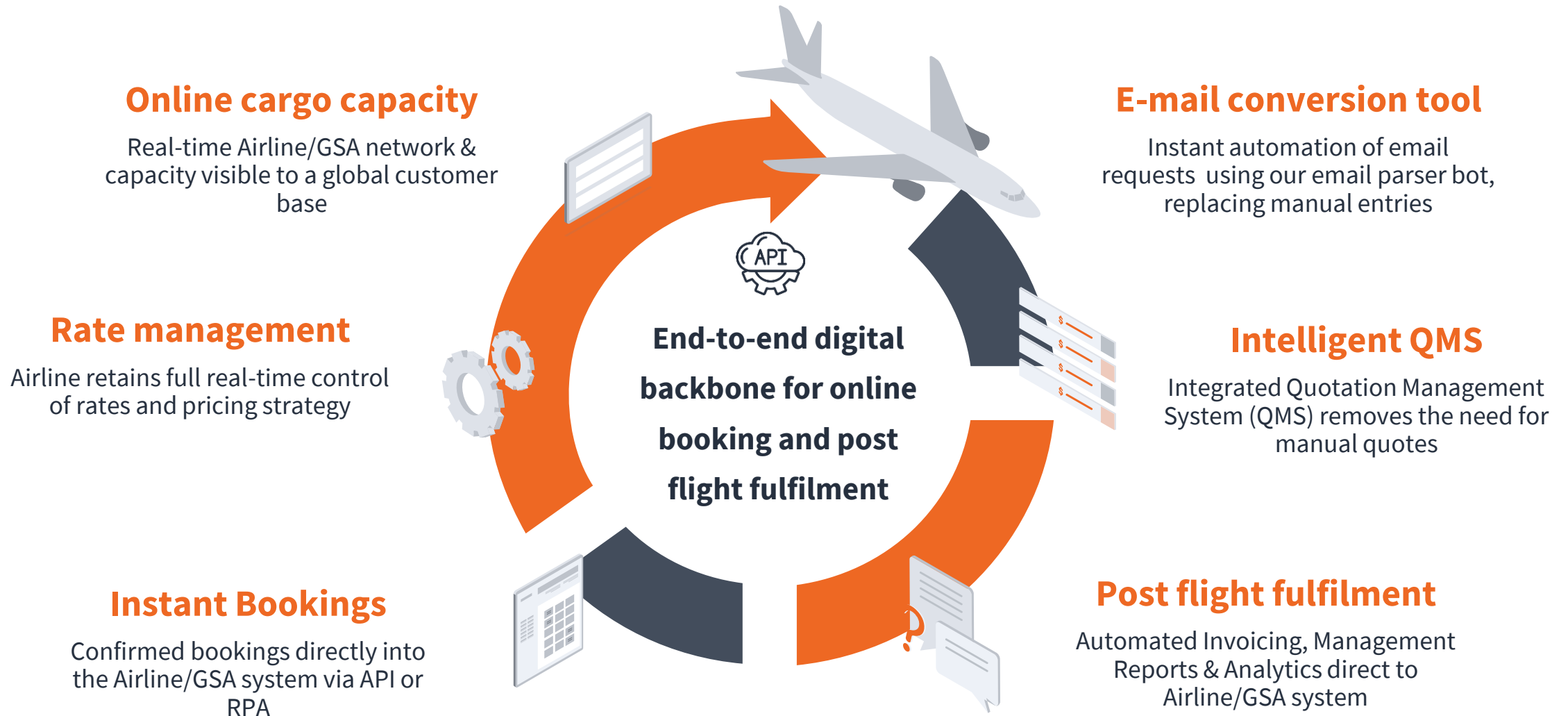
45s in total

The Email Parser or intelligent quotation system will allow your Local team or GSA to responds 3x faster!

## 5. Track & Trace



# Intelligent technical solutions provide a robust digital backbone



# Why Airlines are embracing CargoBooking

## Speed to Market

Instant access to a large freight forwarder base

## Seamless integration

Ability to connect to any Airline  
Integrate via API with Airline operating & accounting ERPs  
No system, you can still connect with us!

## Limit manual intervention

Process automation delivering efficiencies by reducing emails & phone calls



## Business Analytics

Allowing you to make the optimum decision on all your booking activities

## Increase profitability

Improved yields through better revenue management  
Reduced cost of sale

## High quote conversion

Ensuring all requests are answered immediately and none is left behind. High conversion rate increases load factor & overall revenue

# Meet the Management Team!



**Vitaly Smilianets**

Founder & CEO

13+ years experience in Global Aviation Software



**Tristan Koch**

Chief Commercial Officer

20+ years experience in Air Cargo industry



**Aleksandr Shevchuk**

Chief Technology Officer

18 years in complex system optimization



**Maryna Zabutna**

Customer Support Manager

10+ experience in customer service



**Vladimir Gabovich**

Chief Operating Officer

15 years in web-based and software development



**Anna Balan**

Product Manager

12+ experience in e-commerce



# 「CargoBooking」™

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Thanks for your time!

**Tristan Koch**

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Contact me for a demonstration



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