

6 June 2017

## POST MEDIA SIGN ON TO CAPTURE MULTI MILLION DOLLAR OPPORTUNITY



### HIGHLIGHTS

- Agreement offers substantial cost benefits in customer acquisition.
- Post Media providing access to its 1.5 Million website users.
- Industry Average Cost of Customer Acquisition of \$60 per customer, which can be bypassed for the Post Media user base through the joint venture.
- Significant advantages outside of marketing and advertising savings and time to establish a user base in the rapidly growing market also include providing an established sales team, extensive local knowledge and significant logistics infrastructure.

### BACKGROUND

Yojee Limited (Yojee or the Company) (ASX: YOJ) aims to revolutionise the global logistics industry by providing state-of-the-art technology which empowers shippers and carriers to work together across the entire supply chain. Yojee is a pioneering platform technology company, delivering powerful logistics and supply-chain management capabilities via its Blockchain and Artificial Intelligence (AI) software to South East Asia and Australia.

Following the ASX release on 23 January 2017 in respect of the Memorandum of Understanding between Yojee and Post Media Co Ltd (Post Media), Yojee now confirms that it has signed an agreement setting out the terms of the incorporated Joint Venture (JV or Agreement) with Post Media.

Post Media, the largest print media and news organisation in Cambodia, has signed an exclusive agreement with Yojee to roll out its software and software created delivery network across Cambodia. Post Media brings their powerful nationwide cross-media publishing outlets, with a gross reach of more than 1.5 million in a population of 15 million, existing warehouses, delivery and logistics assets.



The new Joint Venture, organised for the purpose of providing parcel delivery and other logistical support services to consumers in Cambodia, is going to shape a new smart digital collaborative logistics network across Cambodia. By combining Post Media's logistics infrastructure, sales team and local knowledge with Yojee AI and blockchain technology, the Joint Venture presents a significant software sales opportunity while presenting Cambodian carriers greater opportunities to participate in an ever-growing delivery market.

Post Media, publishers of two daily newspapers, The Phnom Penh Post and Post Khmer, operate two of the most visited websites in Cambodia [www.phnompenhpost.com](http://www.phnompenhpost.com) and [www.postkhmer.com](http://www.postkhmer.com). Post Media's daily English newspaper, The Phnom Penh Post, celebrates its 25th Anniversary this year and is one of the most well respected and trusted brands in the entire country. Overall, Post Media reaches 1.5 million people every month through their print media and digital platforms. National delivery of the two daily newspapers, combined with this significant online capability will help generate awareness while promoting the Yojee platform among other companies in Cambodia. Celebrating its 25th Anniversary this year, the two daily newspapers reach over 1.5 million people every month through their print media and digital platforms.

According to industry statistics, the average cost of customer acquisition in South East Asia is \$60, which is avoided through the Joint Venture, offering substantial cost benefits. The existing user base, rapid delivery logistics expertise and vehicle and warehouse assets combines to establish a leading digital logistics company across the country with the focus to become the incumbent provider to the growing ecommerce market. Post Media also has an established sales team with in-depth market knowledge and strong relationships with most trading businesses in the country through its advertising sales programs.

In accordance with the agreement, Yojee together with Post Media will create a cost effective, optimised logistics network across Cambodia, with the additional sales revenue expected from all vetted carriers who wish to participate. The platform is backed by an artificial intelligence (AI) system that automatically assigns delivery jobs to drivers and calculates optimised routes for picking up and delivering goods with real-time tracking.

For further information, please contact:

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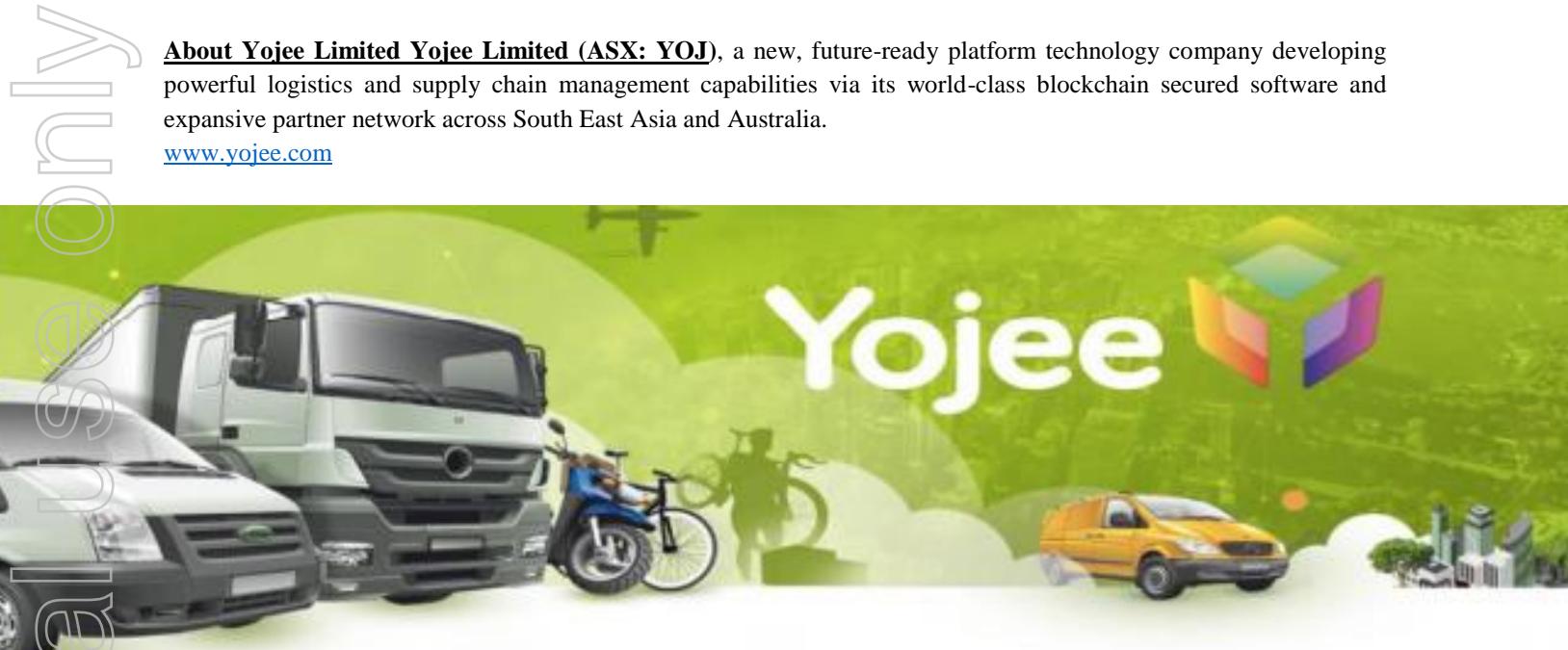
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**About Yojee Limited** Yojee Limited (ASX: YOJ), a new, future-ready platform technology company developing powerful logistics and supply chain management capabilities via its world-class blockchain secured software and expansive partner network across South East Asia and Australia.

[www.yojee.com](http://www.yojee.com)



## Transforming the Logistics Economy, Digitally



ARTIFICIAL  
INTELLIGENCE



MACHINE  
LEARNING



BLOCKCHAIN



AUTONOMOUS

### FORWARD LOOKING STATEMENTS

Certain statements contained in this ASX release, including information as to the future financial or operating performance of the Company and its projects, are forward looking statements. Such forward looking statements:

- (a) are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies;
- (b) involve known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimated or anticipated events or results reflected in such forward looking statements; and
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