

TECHNOLOGICAL ADVANCEMENTS

CHANGE THE PRESENT AND SHAPE THE FUTURE

Choose AEL-Berkman, choose science and technology innovation, work together to build a new era of logistics brilliance and create unlimited possibilities!

1

Operations

Supply chain visibility is a key element of AEL-Berkman's digital advancement. Real-time data visibility in CargoWise helps our customers track the movement of goods through WebTracker from origin to destination, key milestones enable our customers plan and integrate the logistics process with their production, sales and marketing plan which allow them to react swiftly to the fast-changing market.

With increased connectivity and transparency throughout our global network with our key overseas agents, our mutual business is empowered by system's sophisticated yet diverse system, direct electronic connections and Edi transmission enable us share job related information to enhance efficiency and assist our VIP agents to make more agile, customer-focused decision by real insights.

It is essential to ensure that the business can scale up to the demands of the industry. Offering customer-based solutions can be an advantage to differentiate in the market, as different customers and clients have different needs and targets to fulfill. CargoWise's customized workflow design ensures individual needs of clients could be attended to so the best solutions could be delivered to customer entirely and effectively.

Once the data is entered into the system, it is accessible and available across a company's different operational units. Repetitive and time-intensive shipments tasks could be automated to highest extent. Setting of the "auto-complete tools" helps improve data integrity and consistency, reducing errors and improving processes. Automated notifications for events or actions requiring further attention to supervisors to ensure errors could be tackled in the "Control Tower" before reaching the customers.

3

Financials

AEL-Berkman Group joins force with WiseTech to embark on a journey of digital finance towards the world at the touch of a button. We don't just carry cargo, we shape the intelligent, efficient, digital future with the power of technology.

The innovative changes brought by the CargoWise Finance module not only enhance operational efficiency through intelligent financial management functions, but also strengthen financial control and strategic decision-making capabilities.

This comprehensive advantage makes the company more competitive and able to stand out in the fierce logistics market.

5

Business Excellence

We are continuously developing and strengthening the management systems and processes of our organization to improve performance and create value for stakeholders. In the process of achieving excellence, technological advancements have accelerated the pace of various aspects.

Technology will enable workplace equity and more effective collaboration and communications. Businesses will leverage more on data analytics to enable high quality work and a more objective view on employee productivity and activities. Our promotion of this has been very successful, with data-driven management extending from team to individual.

Technology also provides a better medium for our market analysis and promotion. The Marketing campaign has brought us closer to our partners and provided us with more opportunities to discuss topics that interest our customers.

Importantly, we have been constantly looking forward and investing in technology to improve customer experience and achieve lean management.

2

IT

In 2017, to streamline logistics processes and reduce time-consuming manual work, CargoWise One (CW1) project was initiated and implemented successfully. It proved to be:

A single cloud-based platform solution enables the information available in real-time to anyone, anywhere and at any time.

The advance system boosts the productivity and efficiency by its flexible and comprehensive integrations to government and third-party systems, customers, partners and more. Integration capabilities accelerate the data shared across the global supply chain.

The real-time data visibility helps tracking the movement of goods and increases transparency throughout the global network.

The powerful and integrated platform provides comprehensive compliance with deep integrations with government agencies, enabling to generate and transmit import and export transactions via a simple, direct data exchange with national customs and government authorities.

4

Procurement

The rate management system has enabled our cost presentation clear at a glance. We step out of the complex carrier rate sheets, allowing ocean rates to flow easily and confidentially.

Instant comparison with prices, routings, and shipping schedules enables our service team to accelerate the delivery of information to customers. The SUDS system and our professional operations make zero errors possible, separate rate entry and audit teams ensure the accuracy.

6

Commercial / Sales

Visibility. Automation. Connectivity. Reach. Personalisation. Five core features that are essential to running a successful Commercial Operation in modern day Supply Chain.

CargoWise Campaign Manager allows us to reach hundreds of targeted customers, with a personalised message, in a matter of seconds. Taking it even a step further, using CargoSphere Guest systems, Overseas Partners have direct on-demand access to our Rate Management platform, allowing them to quote to their customers instantly without having to wait for an overnight quote.

Internally, we customise various functions within the CRM Module to the utmost. We are particularly proud of how we have perfected the lead generation, qualification, and monitoring process via the Opportunity Manager.

Lastly, using CargoWise, we can connect directly or via API to virtually any partner's system, resulting in increased Operational efficiency and with that, large cost savings for both parties.

7

Human Resources

Human resources are the core of technological innovation, and the source of innovation lies in talent cultivation. We organize an average of 5 external employee training, 12 internal training, and multiple Lean Management promotion case sharing per year. Our service professionals attained certification levels ranging from CargoWise Certified Operator (CCO) to CargoWise Certified Professional (CCP). With the first-class platform operation management and professional service capability, we have effectively streamlined and optimized the operation process to reduce the manpower cost and improve human efficiency.



CEO IN DIALOG

WHEN WEST MEETS EAST

... an Asian Career Path ...

Nothing is as constant as change and we shall go on to embrace change and turn challenges into opportunities.

My journey into the world of international logistics commenced when I started my career as a shipbroker in my hometown Bremen. For a period of 6 years, I dealt mainly with the handling and clearance of tramp vessels both time charter and voyage charter to and from worldwide origins and destinations as well as related tasks and liked the international flair of the logistics industry right away.

To acquire the academic skill set to take on management positions in logistics I decided to study logistics and foreign trade at the German Trade and Transport Academy (nowadays BVL Campus) for two years. This private academy has a top reputation in the logistics world and indeed opened the door to the world and exciting professional opportunities.

Right after successful examination at the BVL Campus I joined the logistics service provider Roehlig and assumed responsibility for global controlling and IT. After 3 years of service in the Bremen headquarters I took an opportunity to change to a Sales Manager position at the Roehlig Singapore office for a period of 2 years. Whereas Singapore was a great place to live in that position I had the chance to learn about the " secrets of field sales " the hard way. Singapore also was where my Asia career started which now lasts 29 years already.

Thereafter I decided to take a kind of unique one-time chance namely to join KN to become a founding member of the KN organization in Bangladesh. As KN Chief Representative within a period of three years two offices in Dhaka and Chittagong and a fully-fledged KN organization was successfully established and a profitable organization was handed over to my successor.

The deal was when I do KN the favor to establish the organization in Bangladesh successfully KN committed to do me a favor thereafter - and KN truly kept its word. I was promoted to become General Manager to head the powerful Central China region for three years which at that time (year 2000 to year 2003) was already among the most profitable organizations within the entire KN Asia group. That I started with 88 associates and after 3 years handed over 195 associates to my successor underlines the tremendous growth during that truly " golden years " in China.

In 2003 I accepted an assignment offered by DB Schenker. I, in General Manager position, for a period of 4 years managed both the Central China Sales team as well as the Central China Key Account team. As far as learning and gaining experience is concerned it was a great opportunity and an outstanding experience as I dealt with numerous globally renown " blue chip " companies spanning virtually all vertical markets and with the team designed and implemented, in close cooperation with the respective customers, innovative and highly efficient logistics concepts and supply chains.

After earning the required knowledge and experience in the before mentioned position DB Schenker promoted me to join the Global Account Management Team and I became Global Account Director for the Asia Pacific region for two dedicated top 10 Key Accounts namely Volkswagen and Bosch. As both companies Volkswagen and

For me it is highly satisfying and motivating to be able to transfer knowledge and experience earned in early positions at the advantage of agent partners, customers and associates.

Bosch believe in the lean production philosophy I attended extensive lean management trainings. The Global Account Director role brought me to virtually all countries in Asia and required a variety of skill sets and experience to after all be able to add value to the customers business while at the same time generate sustainable earnings for the employer.

In 2009 I accepted an attractive offer and joined a medium sized Swiss based logistics service provider in Managing Director position to manage the China organization for 7 years. The advantage to work in medium sized companies is the agility, the flexibility, the innovative drive, as well as fast decision-making processes and strong customer orientation.

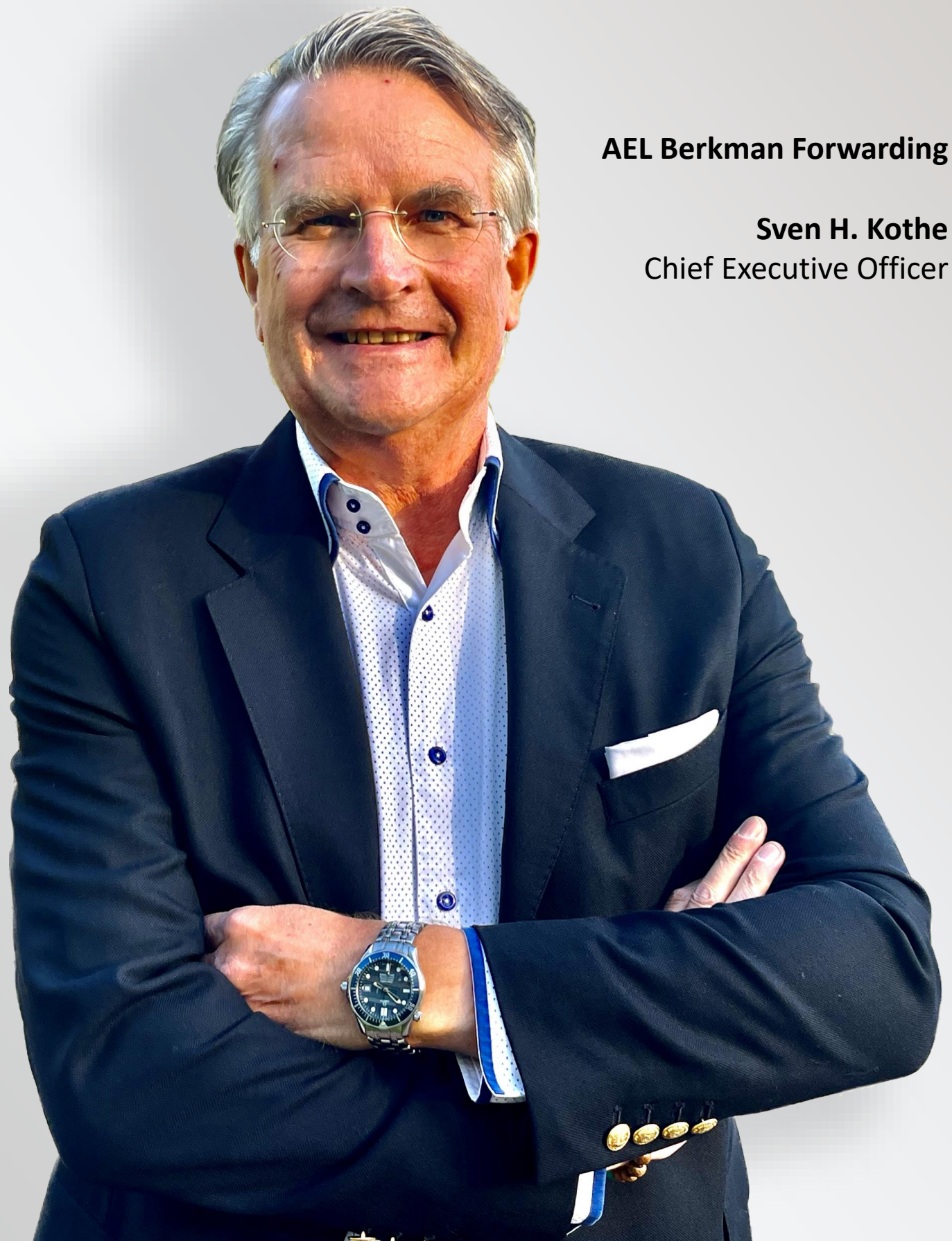
Finally I am proud that I got the opportunity to become a part of the winning AEL Berkman Team in 2015. AEL Berkman is not only very well established in China and beyond but I found a great and skillful team of colleagues in virtually all offices and positions.

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Our decision to change to CargoWise and with that towards a digital future, our well rooted logistics network in China and beyond, the excellent and highly professional team in China and beyond that represent AEL Berkman as well as the " western understanding and mindset " sets us positively apart and makes working in the AEL Berkman world fun and enjoyable for me and beneficial for the ever-increasing number of agent partners and customers that decide to take advantage. It is rewarding to experience how our knowledge and experience support to add value to our agent partners and customers business and elevate our business partners to the next level.

AEL Berkman is an " employer of choice " for our associates, talent development is high on the agenda and it is highly motivating and satisfying for me to coach and mentor those talented associates and to see them advancing to ultimately unleash utmost talent and capabilities. This then is great motivation and a win for those associates, but also our agent partners and customers and after all the organization as a whole.

Having experienced such a great, colorful and exciting professional journey one key lesson learned would be that nothing is as constant as change and that we shall go on to embrace change and turn challenges into opportunities.



AEL Berkman Forwarding

Sven H. Kothe
Chief Executive Officer